

LIFE

IN THIS ISSUE
SPRING IN THE DESERT
8 PAGES IN COLOR

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HORSEWOMAN**

APRIL 10, 1950 **20** CENTS
YEARLY SUBSCRIPTION **\$6.00**

CANADA, \$6.50

REG. U. S. PAT. OFF.



new

Parker "51"

and only new Parker "51" has the remarkable

Aero-metric Ink System!

writes dry with wet ink!

Look inside
for the
silvery sheath

FINEST INK SYSTEM EVER DEvised!

- **NEW FOTO-FILL FILLER**—Only one moving part. Makes filling easier.
- **NEW VISIBLE INK SUPPLY**—Special window lets you check ink level.
- **NEW PLI-GLASS RESERVOIR**—A Parker first. 30-year life expectancy.
- **NEW WRITING MILEAGE**—Holds more ink—for up to 25% more writing.
- **NEW EXCLUSIVE INK FLOW GOVERNOR**—Assures steady, no-skip line.
- **NEW 5-LAYER INSULATION**—Guards against temperature-caused leaking.
- **NEW PLATHENIUM-TIPPED POINT**—Gives magical writing smoothness.
- **NEW SAFEGUARD AGAINST LEAKING**—Exclusive sterling silver breather tube equalizes air pressures.

*USES SUPERCHROME INK! Only Parker "51" and "21" Pens can satisfactorily use this great new writing fluid that dries as you write. Superchrome is super-permanent, super-brilliant. Parker Pens can, of course, use any ink.



● Even the former "51" had nothing to equal this! The Aero-metric Ink System, exclusive in the New Parker "51", is a wholly new, scientific method of drawing in, storing, safeguarding and releasing ink. It assures the most satisfying pen performance ever known.

You fill this pen as easily as touching thumb to finger tips. The instant-starting Plathenum tip spins a line as smooth as a silken thread. And the ink flow is always uniform.

Read all the important benefits of the new Aero-metric Ink System. Then try the New "51" at your Parker dealer's.

7 colors and black. Lustraloy or gold-filled caps. Pen shown, \$19.75. Others, \$13.50 up. Pen and pencil sets, \$19.75 up. "21" Pens, \$5.00. The Parker Pen Company, Janesville, Wis., U. S. A.; Toronto, Can.

Copyright 1950 by The Parker Pen Company

1950 Fashion Academy Award Winner



New "51"—world's most wanted pen

Never before so much of what a woman wants...

***ALL THE
FAMOUS
PHILCO
"FIRSTS"***

*~now in one
great new
refrigerator*



Now for the first time you have in one great refrigerator *all* the sensational economy and luxury features that Philco introduced to the industry.

Built-In Home Freezer ★ Conservador ★ Fully Adjustable Shelves ★ True Down-to-the-floor Refrigeration ★ Giant Freshener Locker ★ the Snack Box ★ they're *all* here, plus many more new and exclusive Philco features. Today, you can have in your new Philco refrigerator all the things a woman has always wanted.

See—and *compare*—all the great new 1950 Philco refrigerators at your dealer's now. Here is another revolutionary Leadership Line that sets a new standard of value and service for the entire industry to match.



THE FAMOUS CONSERVADOR*
FOR 1950 — the most beautiful, most distinctive, most useful refrigerator ever designed, now brings you true refrigeration right to the floor. The patented, exclusive, shelf-lined inner door gives you 26% more quickly useable space. See Philco Model 1107 — the great Conservador — at your dealer's now.

*"Conservador" is a registered trade mark of Philco Corporation



PHILCO
ADVANCED DESIGN
has a woman in mind

This One



Q972-H3U-QK7W



SOFT!

Don't flirt with "tissues"—when your face pines for the one-and-only *Kleenex* Tissues! *Extra* soft (thanks to a special process) — *Kleenex* fondles delicate complexions. So absorbent, it's a makeup-magnet!

STRONG!



Plenty of brawn is built into *Kleenex* — *plus* extra softness. For dozens of uses, you'll find firm-but-gentle *Kleenex* just the quality tissue you need. And budgets thrive on that thrifty "pop up" feature!

LITTLE LULU

by Margei

POPS UP!



Ever fly off the handle—fighting a package? Try *Kleenex* Tissues. Only *Kleenex* serves you *one at a time*; ends fumbling, waste; saves money. Soft! Strong! Pops up! Your best buy in tissues.



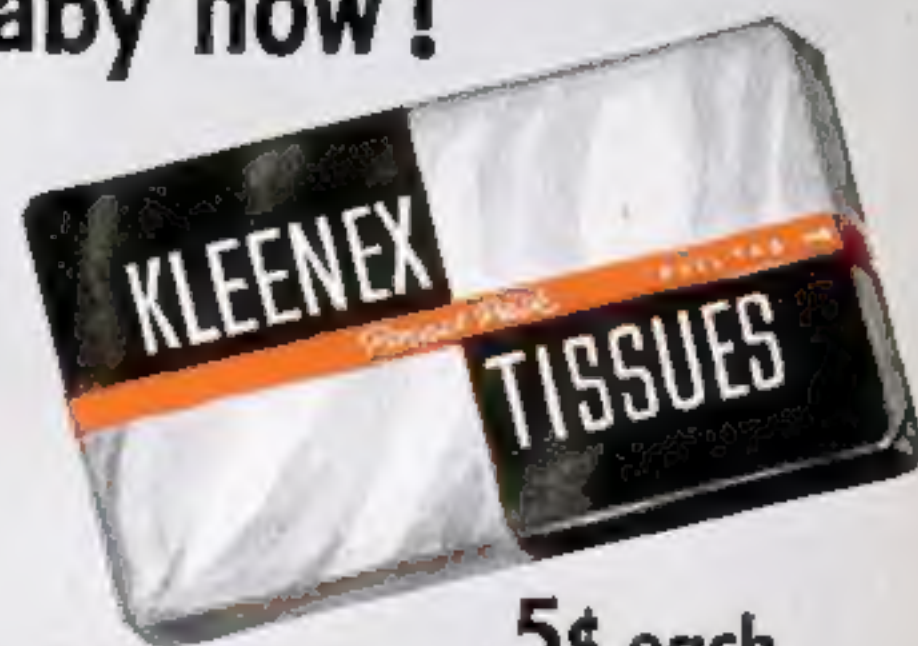
Don't take just "tissues"
— get *Kleenex* tissues



LOOKIE! *Kleenex* has a baby now!

You'll love the brand new addition to the *Kleenex* "family"—*Kleenex* Pocket-Pack Tissues! A *new, tiny* package of 24 (12 pulls) soft, strong, full-size *Kleenex* Tissues, it snuggles in your purse or pocket—serves you one at a time! Handy to carry, handy to use, in scores of emergencies from sniffles to makeup repair. Grand for youngsters at school, too!

KLEENEX* Pocket-Pack TISSUES



5¢ each
carton of 12 packs **55¢**

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*T. M. REG. U. S. PAT. OFF.



"Their Pension Checks Come Regularly"

For more than 37 years, the working days and the future of Bell Telephone employees have been made more secure by a complete Benefit and Pension Plan. The Company pays the cost.

Long, long ago—before there was any thought of social security or of pensions by most companies—the Bell System Companies started a Benefit and Pension Plan for their employees.

The Plan is much more than a pension plan. It is a well-rounded, financially sound pro-

gram to assist employees in meeting the emergencies of Sickness, Accident, Disability, and Death, as well as retirement.

It is designed to give help of different kinds and on different occasions when Bell System men and women—the younger as well as the older—may have need of it.

Plan Recently Improved—Important improvements have been made from time to time to meet changing conditions. Twice in the last four years the minimum pensions have been increased. Just last November the minimum pension was raised to \$100 a month

(including social security) at age 65 for employees with twenty years' service. Many employees get pensions of substantially more than \$100 a month.

Benefits Public as Well as Employees—All of this is in the interest of the public as well as telephone employees. Because for you to have good service, the Telephone Company must have good people to give it to you.

This Benefit and Pension Plan is part of the Bell Telephone Companies' responsibility as good employers and good citizens in every community in which they operate.

BELL TELEPHONE SYSTEM



BUY IT!
TRY IT! **NEW** 'Vaseline' Cream Hair Tonic
makes men who use it say:

**"BEST I'VE
EVER TRIED!"**

Because no other hair tonic contains new wonder-working Viratol*...assuring natural looking hair and natural feeling hair that stays neat all day long!



**REALLY
GIVES HAIR THAT
JUST-COMBED LOOK
ALL DAY LONG!**

**Vaseline
CREAM
HAIR TONIC**

**FIRST THING
I LOOK FOR
IN A MAN IS
GOOD-LOOKING
HAIR!**

**JUST ONE
COMBING IN THE
MORNING-AND
MY HAIR'S NEAT
FOR THE REST
OF THE DAY!**

*Special compound VIRATOL in 'Vaseline' Cream Hair Tonic helps make your hair look natural... feel natural... stay in place actually hours longer!

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cos.'d

LETTERS TO THE EDITORS

GREAT GLUT

Sirs:

Finished reading Ernest Havemann's "The Great Glut" (LIFE, Mar. 20). Cooked myself a mess of mashed potatoes for dinner. Couldn't eat 'em all, so tossed them into garbage can, figuring that Uncle Sam still had 50 million bushels on tap. Didn't feel guilty. Felt good. Wondered how I could help eat up the millions of surplus tons of wheat, corn, butter, prunes, eggs and turkeys. Began to feel bloated. Picked up the paper, read that every day 55,000 new people all over the world sit down to breakfast. Not enough food for all these people. Began to feel guilty.

KENDALL PAUL

Wright Field, Ohio

Sirs:

We have lived on a farm for 42 years. Even in the best years, I've never seen over \$1,200. With four children, I have raised my family and sent them to college with an income of from \$600 to \$1,200. How did we do it? By cutting out nonessentials. By working 12 hours a day, and oftentimes I have sewed until midnight and got up at 5 o'clock the next morning. Now we are considered wealthy. We own 580 acres of land. There is a debt of \$17,500 on it.

The real farmers in this vicinity do not own or buy government bonds. We used our money to fix over a house to live in in our old age.

Do people in cities want our land to degenerate as it did in Palestine? In our New England states? In Virginia and northern Wisconsin? There have been signs that another great drought is on the way. Then you people in cities will be glad of stored wheat and corn. One wonderful thing about a democracy is that we can try things awhile and if it doesn't work we try something else. True, it is expensive.

MRS. H. B. PAUL

Milton Junction, Wis.

Sirs:

You made a bad error in saying that "government stocks had mounted to 50 million tons of potatoes." This would be 1,650 million bushels, or four years' total crop. Probably you meant bushels....

JOHN J. EDMUNDS

Bridgewater, Maine

● We meant bushels.—ED.

Sirs:

You state that the government has enough prunes to give every member of Congress a dish for breakfast from now till the year 3239. I hereby urge that this be done. I predict we will see a definite improvement in the principal ailments afflicting our legislative branch: billionitis, verbal diarrhea, dizziness, cold feet and weak knees.

JAMES S. PATTY

University of North Carolina
Chapel Hill, N.C.

Sirs:

Probably there are several solutions to the dried egg problem: the most distasteful would be to have to eat them.

CHARLES M. SUMNER

West Sullivan, Maine

SOCIETY EDITOR

Sirs:

A magnificent picture story of Lettie Faucett ("Small-Town Society Editor," LIFE, March 20) of the Abilene Reporter-News (not News Reporter,

IT PLUNGES LOW...



IT'S PRICED LOW...

So perfect for your low-cut dresses! It fits beautifully, separates smartly—gives you smooth, gently rounded lines.

White or pink, rayon satin and lace. A-cup, 32-36; B-cup 32-38.

Lovable Brassiere Co., Dept. L-4, 180 Madison Ave., N. Y. C. 18

Lovable

Only

\$150

#950

YOU'LL LOOK LOVELY, TOO,

IN A *Lovable* BRA

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution: Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back!

Get Bromo-Seltzer at your drug store, fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



CONTINUED ON PAGE 1

There's a Better Way to Wash

...THE 1950 *Thor* WAY!

your choice
of two
wonderful
ways to rinse

...or skip the rinse entirely!

Yes, Thor offers you the Agitator Deep Rinse that works by thorough "washing" action. Or you can use the marvelous Thor Continuous Overflow Rinse with Agitator Action that's so efficient it works perfectly in COLD water—a big saving of your precious hot water supply.

And—if you're enthused about the new detergents that say "No Rinsing"—with your Thor, you can skip the rinse entirely.

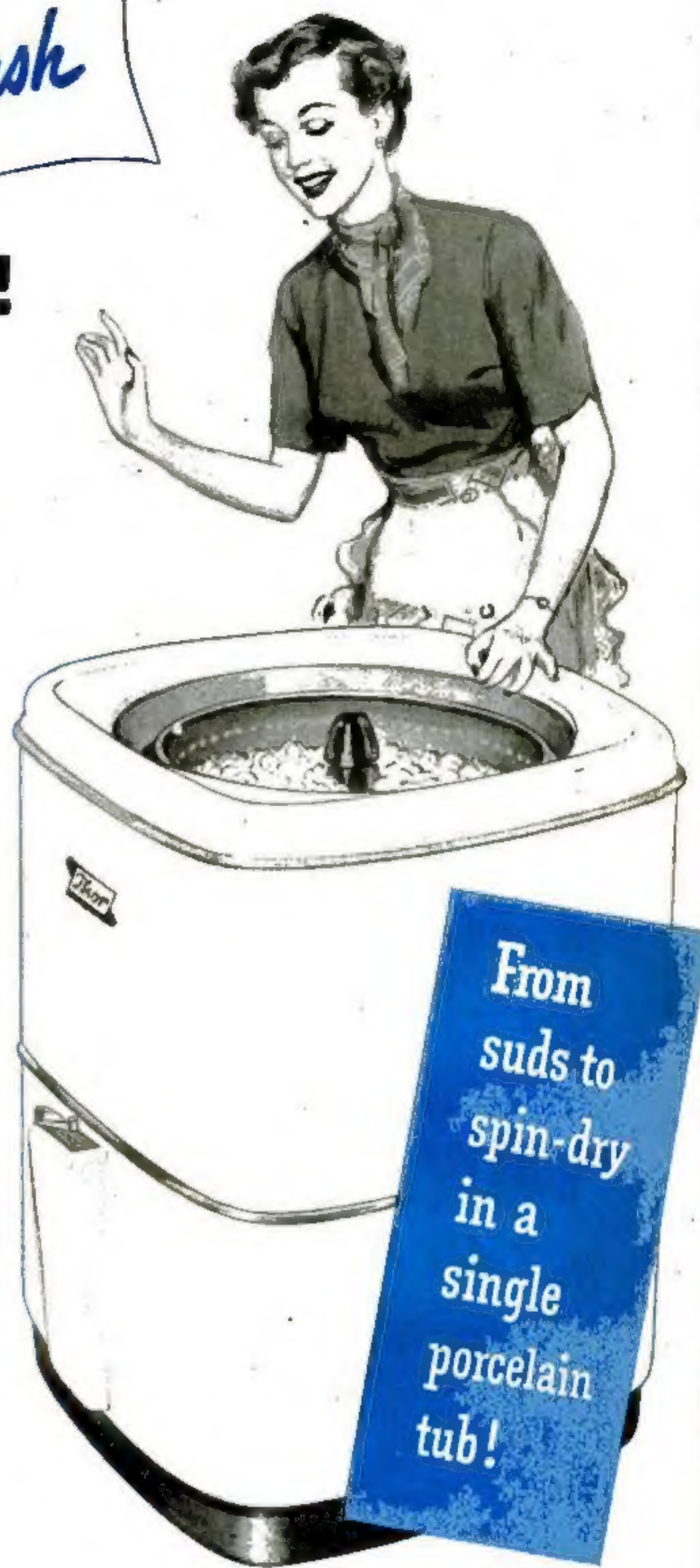
The flip of a fingertip switch controls every operation. You decide how long to wash, rinse or spin-dry. You never touch the clothes. No lifting. No tired back. Your hands are never in water. Thor does it all while you relax!

See the New 1950
THOR-WAY DEMONSTRATION
of Better Washing at Your Dealer's

Thor*

Automagic[®]
SPINNER-WASHER

Thor Corporation, Chicago 55, Illinois • Thor-Canadian Company, Ltd., Toronto, Canada



THOR Agitator Washing—Gentle, fast, gets soiled clothes really clean—world's finest washing.

THOR Single Tub Spinner—Gets out 25% more water than wringers—no squashed clothes—no lifting.

No Bolting Down—No plumbing installation necessary. Take it with you if you move.

The great 1950
value is the great 1950
THOR SPINNER-WASHER

\$199⁵⁰



Let your Eyes decide



**BLACK-DAYLIGHT
TELEVISION**

BIG 12 1/2" TUBE

See this newest General Electric Black-Daylight receiver side by side with ordinary TV. Instantly your own eyes will tell you that here is a finer TV picture, greater eye comfort. You'll enjoy blacker blacks, whiter whites... sharper contrast, amazing detail... freedom from annoying glare and reflection. Built-in antenna—no costly aerials in many areas. Lovely cabinet of genuine mahogany veneers. Model 12T7. Before you buy any TV, see this terrific value at.....

\$199⁹⁵*

General Electric Co., Electronics Park, Syracuse, N. Y.

*Eastern price. Plus tax, installation and picture tube protection plan.

You can put your confidence in—
GENERAL ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

as you had it). There's a fishing pole and plenty of bait waiting for LIFE's editors if they ever visit west Texas. Incidentally our daily circulation is now running around 43,000.

FRANK GRIMES
Editor

HAL SAYLES
Managing Editor

Reporter-News
Abilene, Texas

Sirs:

Lettie, known at our house as Grandma-Mammy, is also a wonderful baby-sitter and mother-in-law.

R. E. KENNEDY

Abilene, Texas



● Here is Lettie with her daughter, Libby Kennedy, and her granddaughter, Lenda.—ED.

Sirs:

Abilene, Texas has 15,138 telephones, 13,500 automobiles, 19 hotels, three radio stations, and 56,500 people. And you call it a "small town!"

BURTON DALY

Abilene, Texas

19 YOUNG AMERICANS

Sirs:

"Nineteen Young Americans" (LIFE, March 20) is a swell job. It represents a tremendous amount of work and responsibility and you deserve much credit.

BURTON CUMMING
Director

Milwaukee Art Institute
Milwaukee, Wis.

Sirs:

Congratulations on your very interesting young artists story.

Color plates and text were excellent. Keep up the good work.

ERWIN S. BARRIE
Director

Grand Central Art Galleries
New York, N.Y.

Sirs:

I am an amateur painter and felt downcast and inferior about my work until you ran the work of young American artists. Thanks for printing them as I am 100% confident of my never-took-a-lesson art.

MARY O'CONNELL

Darby, Pa.

COLONEL SUGA

Sirs:

In the picture you ran of the real-life Suga, the commandant of the prison camp described in the movie *Three Came Home* (LIFE, March 20), I am behind his left shoulder. Actually the scene was not Kuching camp, but aboard a U.S. Navy PT boat.

To get to Suga's camp, we cruised up the Sarawak River in Borneo. All along the bank, people looked at us at

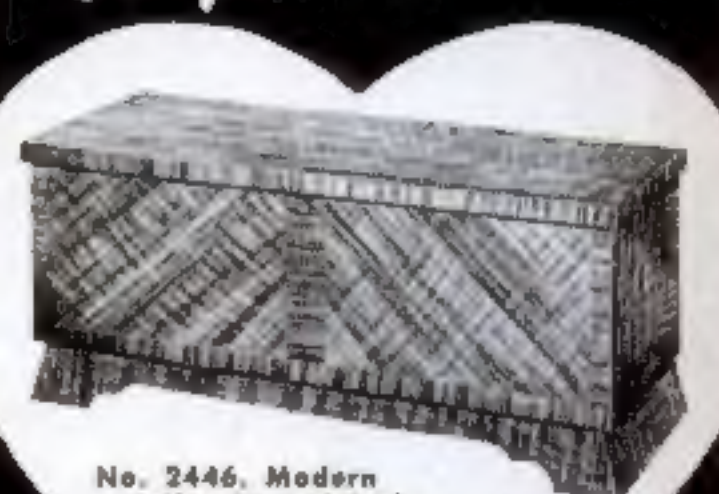
7 DAYS WILL DO IT



YES, in just 7 days... in one short week... a group of people who changed from their old dentifrices to Calox Tooth Powder averaged 38% *brighter* teeth by scientific test. Why not change to Calox today... so your teeth can start looking *brighter* tomorrow! Buy a can of Calox today!

McKESSON'S

**CALOX
TOOTH POWDER**



No. 2446, Modern styling in matched American Walnut. Similar design in Lined Oak, No. 2247, Tray included. \$49⁹⁵

The gift that is used for life and appreciated forever.

LANE CEDAR HOPE CHEST

Make graduation the start of your real-life romance... start your hope-chest collection now! Guaranteed Moth Protection! One garment saved from moths pays for your Lane.

For every special occasion, Lane is the perfect gift for sweetheart, wife, sister, daughter, or mother.

THE LANE COMPANY, Inc., Altavista, Va.
Write Attention Dept. L32 for information, if desired.

CONTINUED ON PAGE 3

THE CASE FOR ALL-FAMILY FUN!

"fresh up" with Seven-Up!



BE A "FRESH UP" FAMILY!

Shopping, the *whole family together*, is fun. And when you buy a case of crystal-clear 7-Up there'll be even bigger smiles all around. Seven-Up is the *all-family* drink. Clean-tasting and friendly—sparkling and tempting, 7-Up is so pure . . . so good . . . so completely wholesome that even toddlers like little Sis can "fresh up" as often as they want with as much as they want.

Invite this delightful, *all-family* beverage into your home. You'll discover as millions have that cheerful 7-Up makes *every* family occasion more fun. Buy a case wherever you see those bright 7-Up signs.



BUY A CASE TODAY!

You like it... it likes you!

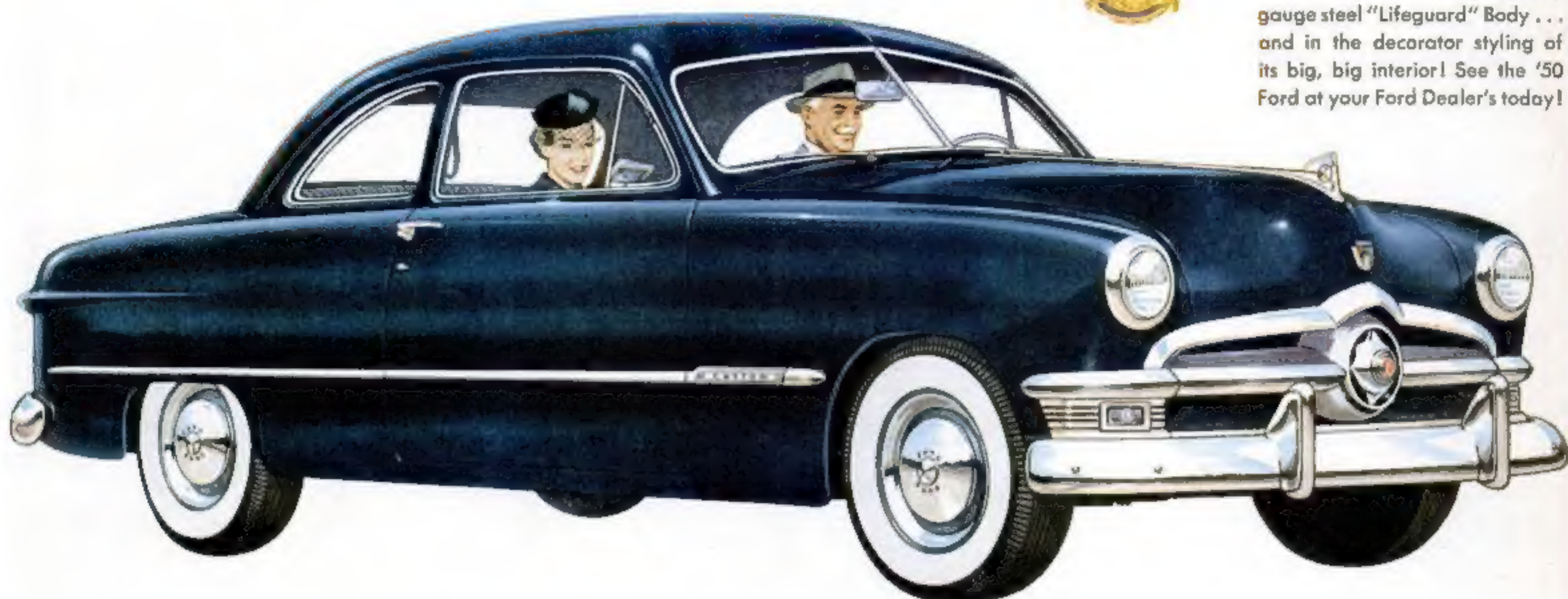


Copyright 1950
by The Seven-Up Company

IT'S AMERICA'S BEST DRESSED CAR



Yes, it's so beautiful it was chosen "Fashion Car of the Year" again for 1950 by the Fashion Academy of New York! But beyond exterior appearance you'll find true beauty in every detail of the sound, solid coachwork of its heavy gauge steel "Lifeguard" Body... and in the decorator styling of its big, big interior! See the '50 Ford at your Ford Dealer's today!



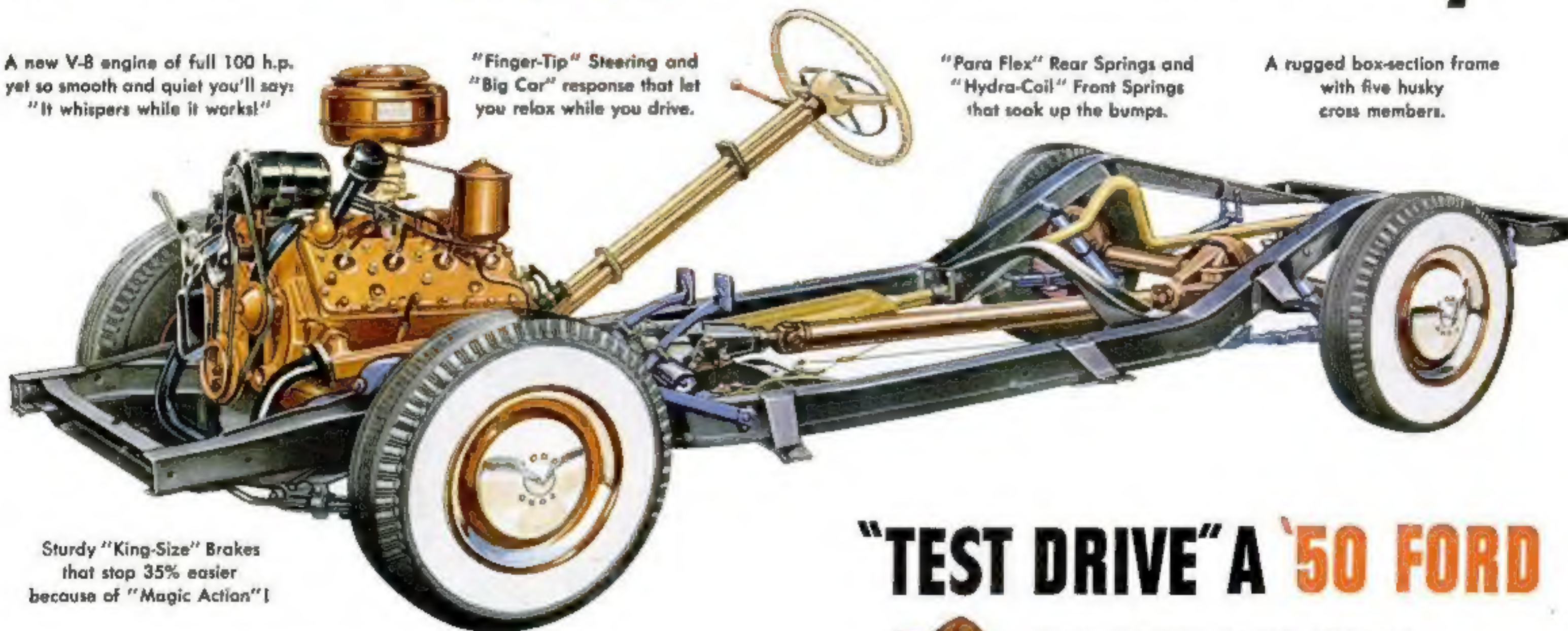
but there's **BEEF** beneath its beauty!

A new V-8 engine of full 100 h.p. yet so smooth and quiet you'll say: "It whispers while it works!"

"Finger-Tip" Steering and "Big Car" response that let you relax while you drive.

"Para Flex" Rear Springs and "Hydra-Coil" Front Springs that soak up the bumps.

A rugged box-section frame with five husky cross members.



Sturdy "King-Size" Brakes that stop 35% easier because of "Magic Action"!

Hydraulic, aircraft type shock absorbers for solid roadability.

"TEST DRIVE" A '50 FORD

IT'LL OPEN YOUR EYES!



Before you buy any car, "Test Drive" the '50 Ford at your Ford Dealer's! You'll agree it's the one fine car in the low-price field!

TOES IRRITATED?



Get FAST RELIEF with this MEDICATED Powder!

No unmedicated powder can relieve your sore or itching toes as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) Medicated relief. (2) Medicated protection. (3) Medicated comfort. Soothing and comforting. So soft, it actually promotes healing by helping to protect and cushion your tender skin against further irritation and chafing. For real medicated skin care, get Ammens Medicated Powder today.



FREE trial size can. Write today to Dept. L-401, Bristol-Myers Co., Hightstown, N. J. (Offer limited to U.S.A.)

AMMENS
Medicated Powder

LETTERS TO THE EDITORS

CONTINUED

first with caution and then broke into cries of welcome. At the outer Kuching anchorage a short, fat man wearing a pith helmet was standing on the dock. He bowed twice, waved and we took him aboard. He was Colonel Suga. His English was flawless but with accent. One of the crew whispered that he looked like the movie Charlie Chan. In the course of questioning, his volubility changed to a sort of resigned stoicism as he told us that his wife and family had been annihilated at Hiroshima.

HERBERT H. TODER

New York, N.Y.

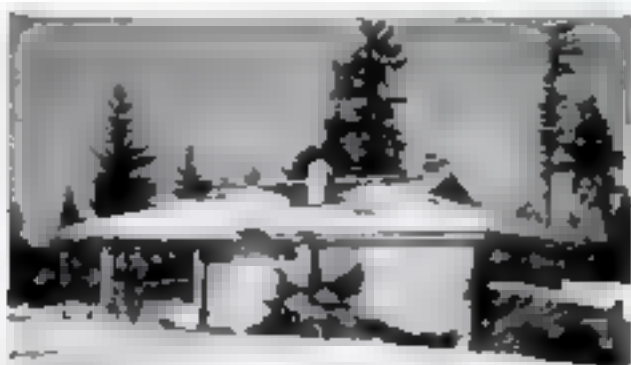
\$5,000 HOUSE

Sirs:

Your article ("U.S. Building Boom Hits New Peak," LIFE, March 20) mentions a new decent-looking \$5,000 house. Could you let us see what it looks like and tell us more about it?

GEORGE T. N. MOY

Rutland Heights, Mass

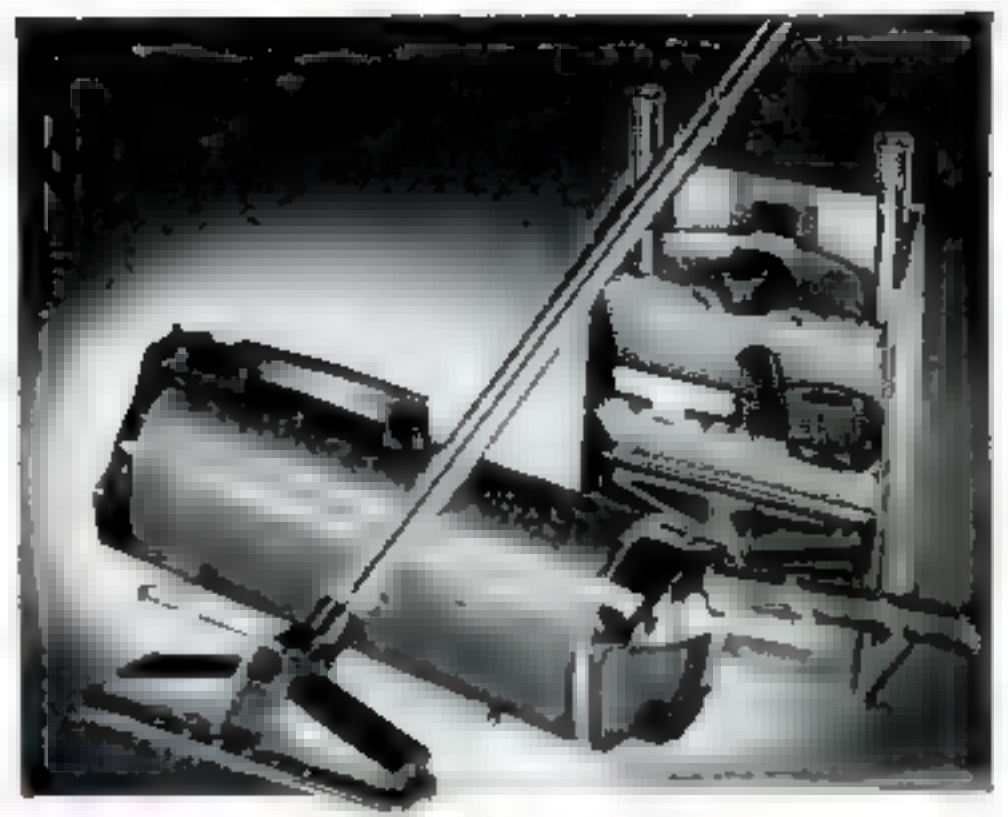


● This is one of 205 units situated near Seattle. It is 32 by 21 feet, has a living-dining area, kitchen, two bedrooms, bath, but no garage, and is constructed of block masonry with a concrete mat foundation.—ED.

CONTINUED ON NEXT PAGE

NEW IDEA IN SUCTION CLEANING

The



New Hoover[®] AERO-DYNE

It's the most desired cleaner in America—the new Hoover AERO-DYNE Cleaner! Lightweight—easy handling—with Hoover's new "controlled suction"—most effective suction in tank cleaners.

Hoover's new "Litter-Gitter" nozzle gets the deep-down dirt, whisks up clinging surface litter, even pesky dog hairs, faster than you ever thought a cleaner could. Your hands never touch dirt—Hoover's exclusive Dirt Ejector simply clicks it out.

Don't wait. See for yourself—the new Hoover AERO-DYNE! THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England.

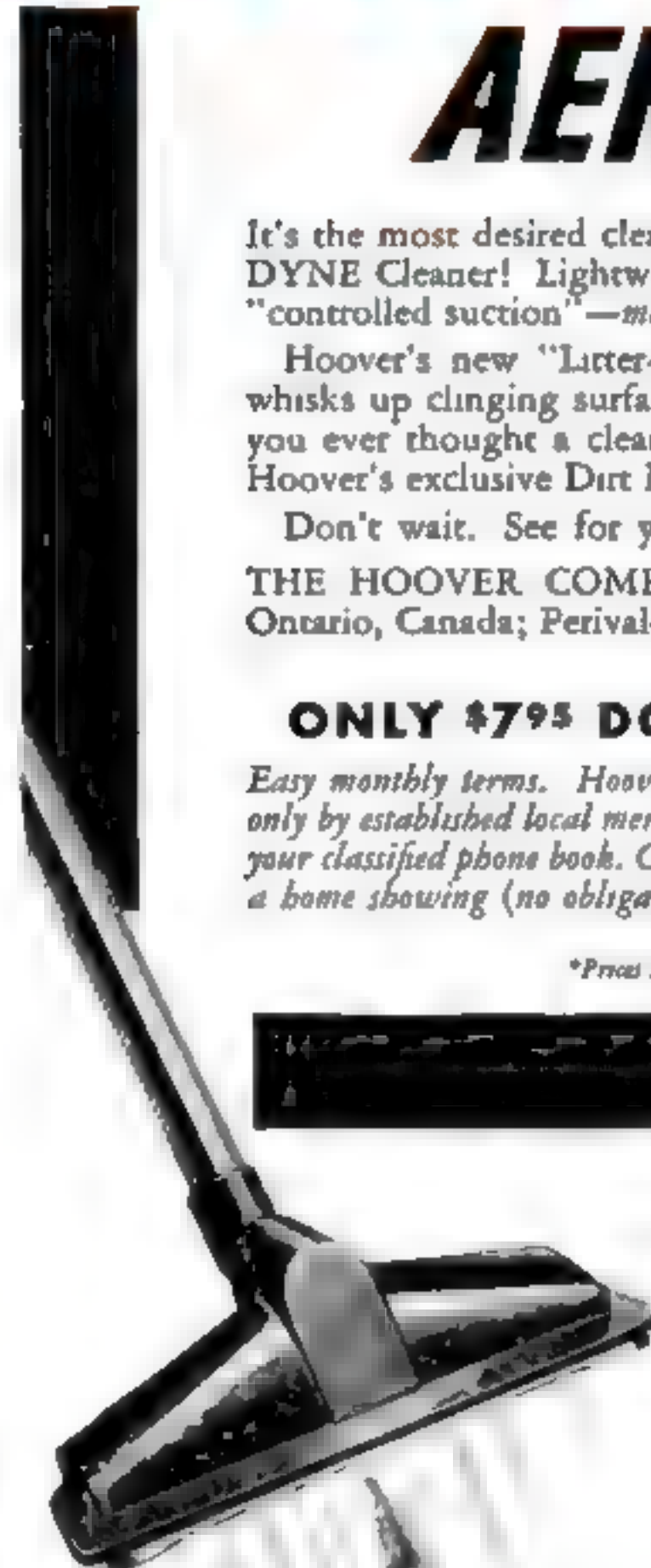
ONLY \$795 DOWN

* **\$795.50**

Easy monthly terms. Hoovers are sold only by established local merchants. See your classified phone book. Call now for a home showing (no obligation).

including all cleaning tools in handy kit (Prices slightly higher in Canada)

*Prices subject to increase without notice



You'll be happier with a Hoover



See and feel the power of Hoovers "controlled suction"



HERE'S HOW to relieve discomfort when you EAT, DRINK TOO MUCH



Simply take world-known Eno at bedtime and you'll quickly help neutralize excess stomach acid, ease upset "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!



- 1 ANTACID—relieves sourness, gas and heartburn promptly
- 2 LAXATIVE—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 PLEASANT—as a glass of sparkling, bubbly soda water!

Take Good-tasting **ENO**

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L-4-10

Your eye says "Bostonians"
Your foot says "Bostonians"



CORSAIR
featuring
TRED-FLEX
\$14⁹⁵

Bostonians start at
\$13⁹⁵. Slightly higher
in the West.

CONSIDER these well-bred, light-on-the-foot Bostonians.
Try on a pair, and walk! Feel flexible... broken in,
don't they? Well, *they are!* An amazing process—
Tred-Flex—makes them flexible as a
well-oiled hinge from the *first step on*. See them
and you'll know these are the shoes for you!

P. S. There's a good Bostonians dealer near you
... he's worth looking for.

Bostonians

Walk-fitted for  better fit and feel!

LETTERS TO THE EDITORS

CONTINUED

SECRETARY ACHESON

Sirs:

Your critique of Secretary Acheson leaves much to be desired (Editorial: "The Secretary of State," *LIFE*, March 20). To suggest that one who invites fellow citizens to share in national self-criticism disqualifies as Secretary of State is strange doctrine in a free society. Self-examination may be the only device that can relate us realistically to the present world scene.

ALFRED W. SWAN
Minister

First Congregational Church
Madison, Wis.

Sirs:

If Mr. Acheson shows doubt in the capacities of the American people to solve problems, we should re-evaluate ourselves; perhaps he has good reason to believe as he does.

D. GORDON MILLER

Chicago, Ill.

Sirs:

... A well-thought-out piece of constructive writing.

JOHN D. WILLIAMS

Glastonbury, Conn.

Sirs:

Acheson may not be the political "realist" that our late president was nor that Joe Stalin is! But he believes in God and must believe in Man.

JACK L. UPPER

Ann Arbor, Mich.

Sirs:

If we do have a doubtful, contemplative Secretary of State, perhaps there is some light in the darkness.

CARL BROWNSBERGER

Glendale, Calif.

● For further discussion of Secretary Acheson and his policies, see the editorial page.—ED.

THE KAISER'S CAPTIONS

Sirs:

You did not understand the kaiser's handwriting (Speaking of Pictures, *LIFE*, Mar. 20). Closer inspection of his handwriting indicates that he wrote "argument" not "agreement."

JANICE E. BOND

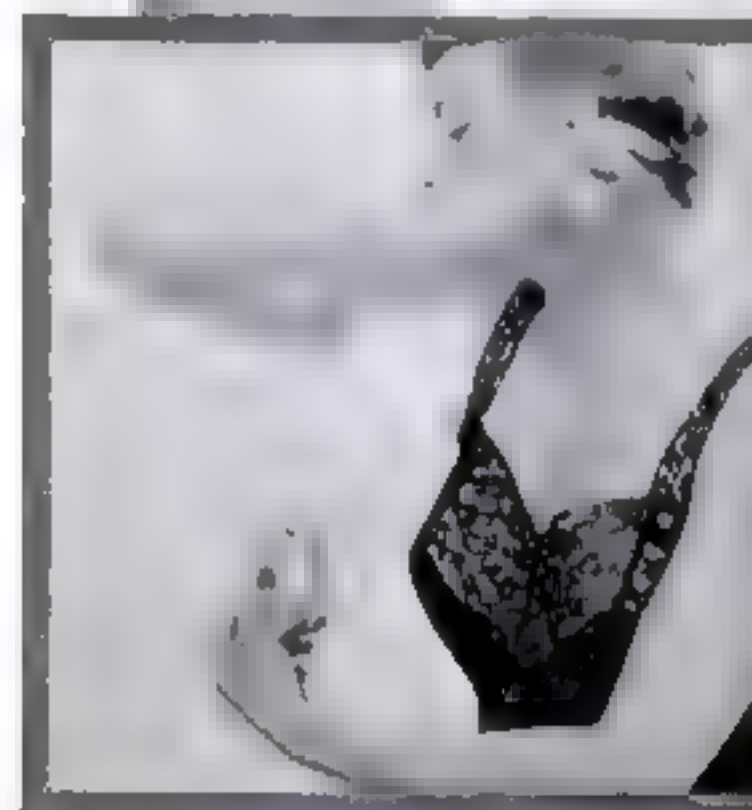
Philadelphia, Pa.

The argument driven home!
Total agreement about the general

● A more careful scrutiny on *LIFE*'s part would have shown that there is a distinct difference between the way the kaiser wrote "argument" (top) and "agreement" (bottom). Twenty-nine readers had sharper eyes than *LIFE*.—ED.

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Poof! There goes perspiration!



Now try Stopette—the deodorant that changed a nation's habits!

Millions now spray perspiration worries away with amazing Stopette Deodorant in the famous flexi-plastic bottle.

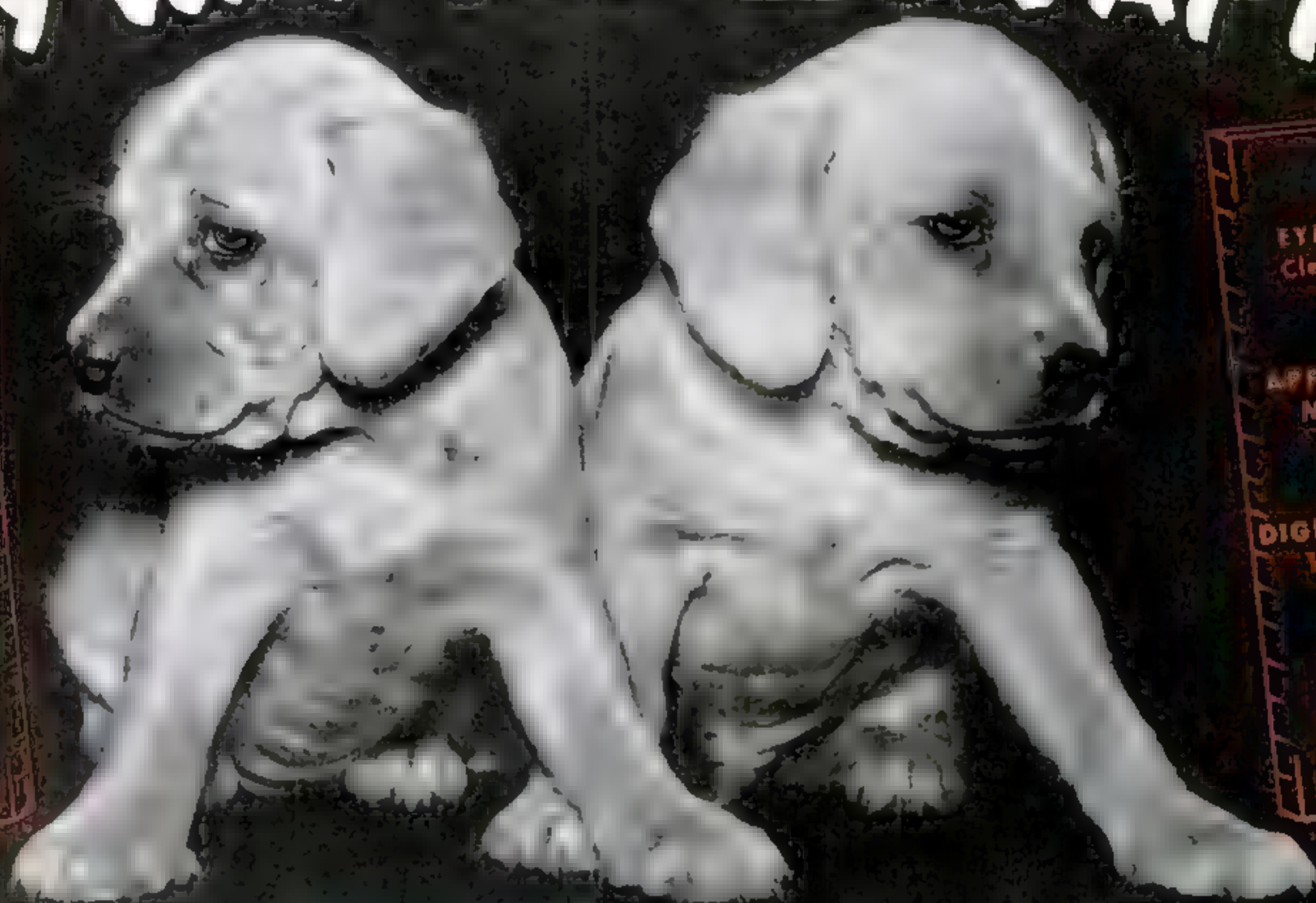
A quick squeeze checks annoying perspiration, stops odor. You never touch Stopette... hardly know it touches you. Wonderfully economical, harmless to normal skin or clothes.

Wonderful for men, too!
2 sizes. 2 1/4 oz. \$1.25, 1 oz. 60c.
At cosmetic counters everywhere.
JULES MONTENIER, INC., Chicago



Stopette
THE ORIGINAL
SPRAY DEODORANT

ANY WAY YOU LOOK AT IT



TEMPERAMENT
Friendly

NOSE
Keen

COAT
Silky

BONES
Strong

EYES
Clear

APPETITE
Man!

DIGESTION
100%

PAWS
Playful

It pays to nourish **EVERY INCH** of your dog with **GAINES!**



Look at the **NOURISHMENT** in each pound of Gaines!

To Build Strong Bodies—as much *proteins* as there are in 1½ pounds of fresh beef



For Strong Bones and Teeth—the *minerals* that would be provided by 1¾ pounds of cheese



For Energy—as much *carbohydrates* as there are in 2 quarts cooked oatmeal



For Red-Blooded Vitality—as much *iron* as there is in ¾ of a pound of beef liver



For Sleek Appearance and Glossy Coat—the *fats* that would be provided by 1¼ ounces of butter



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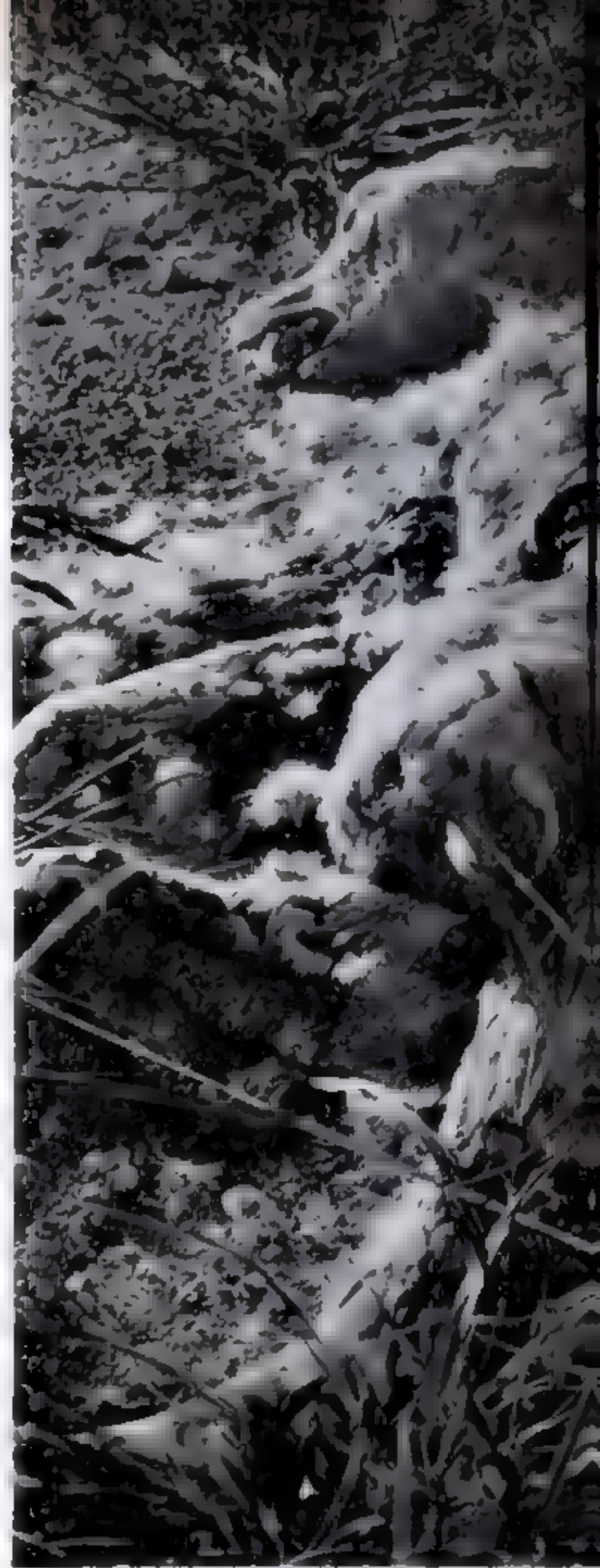
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SWIMMING CHAMPION Keith Carter churning up the water was one of McCombe's best action

pictures (*LIFE*, April 18). He stood chest-high in the water to get close-up portrait of swimmer in motion.



FOUNDLING DOG called Lurky (*LIFE*, May 9), photographed alongside its dead mother in Texas,



McCOMBE (right) gets award from A.S.P.C.A. for saving Lucky.

SPEAKING OF PICTURES . . .

LIFE's Leonard McCombe is picked as "news photographer of the year"

Every year the *Encyclopaedia Britannica* and the University of Missouri join forces to stage the country's most prestigious competition for press photographers. Last week the judges announced their unanimous choice as "news photographer of the year": 27-year-old Leonard McCombe of *LIFE*'s staff.

McCombe was given the highest award on the basis of a 10-photograph cross section of his work during the past year. He also received first prize for the best feature photograph of the year and tied for first prize for color pictures, thus winning three of the six top prizes offered. "His

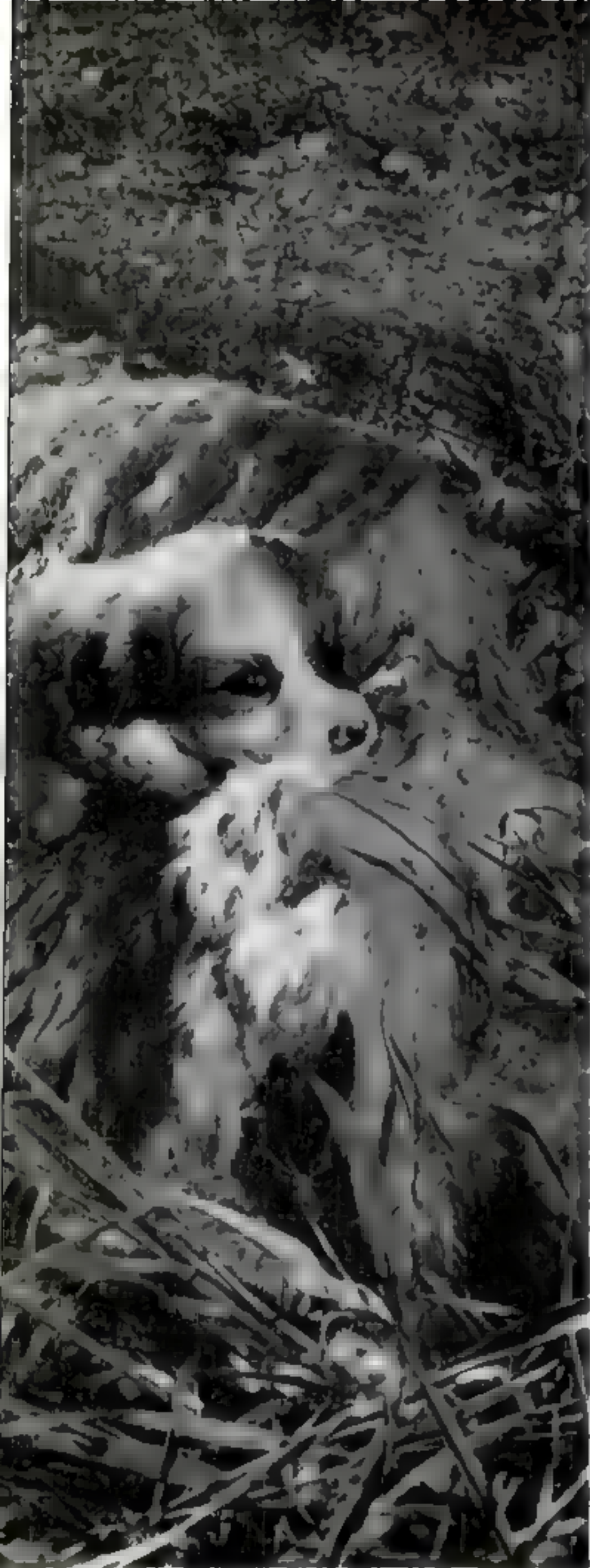
portfolio showed him a sensitive observer, versatile, above all a craftsman of unsurpassed excellence," said one judge.

McCombe joined *LIFE* in 1946 after a stint as a war photographer. During the past year he did such varied essays as "Story of a Fighter" (Feb. 28), "Cuban Correspondent" (March 21), "Cowboy" (Aug. 22), "Mr. Maviag" (Dec. 19) and "The Drama of Mexico" (Jan. 30, 1950).

Reproduced on these and the following pages are nine of McCombe's prize pictures. As his contest winnings he will receive three full 24-volume sets of the *Encyclopaedia Britannica*.



DANCER RAY BOLGER provided an exclusive shot (*LIFE*, March 21) by being knocked off his feet as he got in way of boxers performing at beer festival.



inspired hundreds of letters offering adoption. McCombe said finding dog was biggest thrill of the year.



UNDERWORLD CHIEFTAIN Frank Costello, who is seldom photographed, was one of McCombe's

snoops (LIFE, March 28). "He gave me only a few minutes to take his picture and get out," McCombe says.



CORRESPONDENT IN CUBA Henry Wallace, taking a siesta on porch of home in Havana, was subject of an essay (LIFE, March 24) on the life of a happy

American expatriate. Wallace had quit his job in the States and found a way of luxuriating in tropics by working as a part-time reporter for U.S. periodicals.



TORTILLA MAKERS were photographed for essay "The Drama of Mexico." A street scene taken on the same trip was picked as best color shot of year.



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ON PRAIRIE Cowboy Long rests under shade of his horse. McCornie feels that in this one picture he summed up lonesomeness of cowboy's life.



McCOMBE CONTINUED



COWBOY PORTRAIT, a close-up of C. H. Long's weather-beaten face, was used on the cover of *LIFE*.

"COWBOY" ESSAY HELPED HIM WIN

Three of McCombe's prize-winning photos were taken while doing an 11-page essay, "Cowboy," documenting the life of C. H. Long on the Texas Panhandle. It was while driving to the 320,000-acre JA ranch, of which Long is foreman, that McCombe saw Lucky alongside the road. The pictures above and at left ran as part of "Cowboy" essay but prize-winning photo at bottom was not published in the magazine. The reason: Cowboy Long was not in the picture.

BEST FEATURE PICTURE showed horses in rope corral. McCombe spent hours studying movements of the animals before photographing.



only

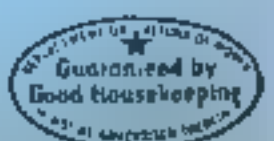
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THERE'S no feeling in the world like the pliant softness of **Airfoam** cushioning—in anything you ride, rest or sleep upon.

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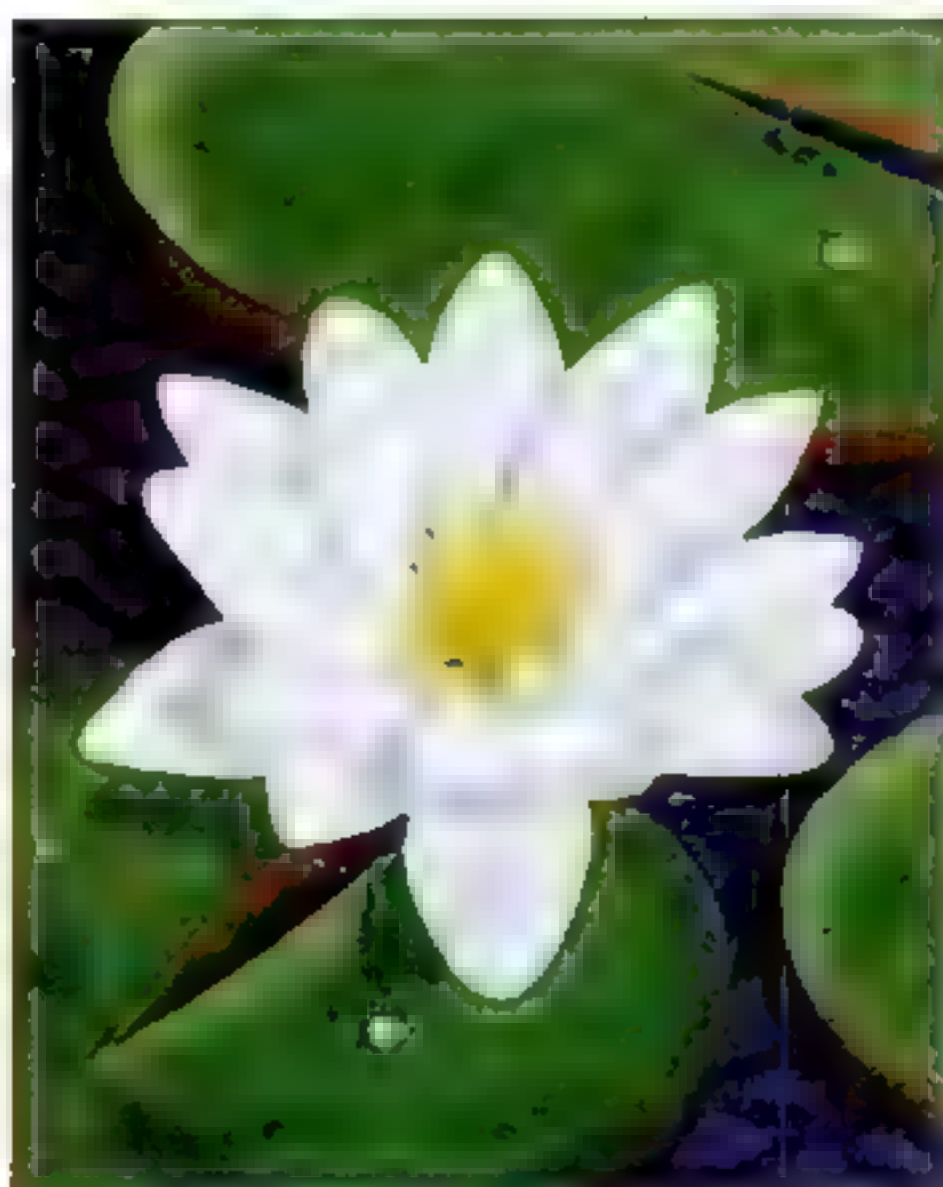
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Airfoam is a trademark of The Goodyear Tire & Rubber Company

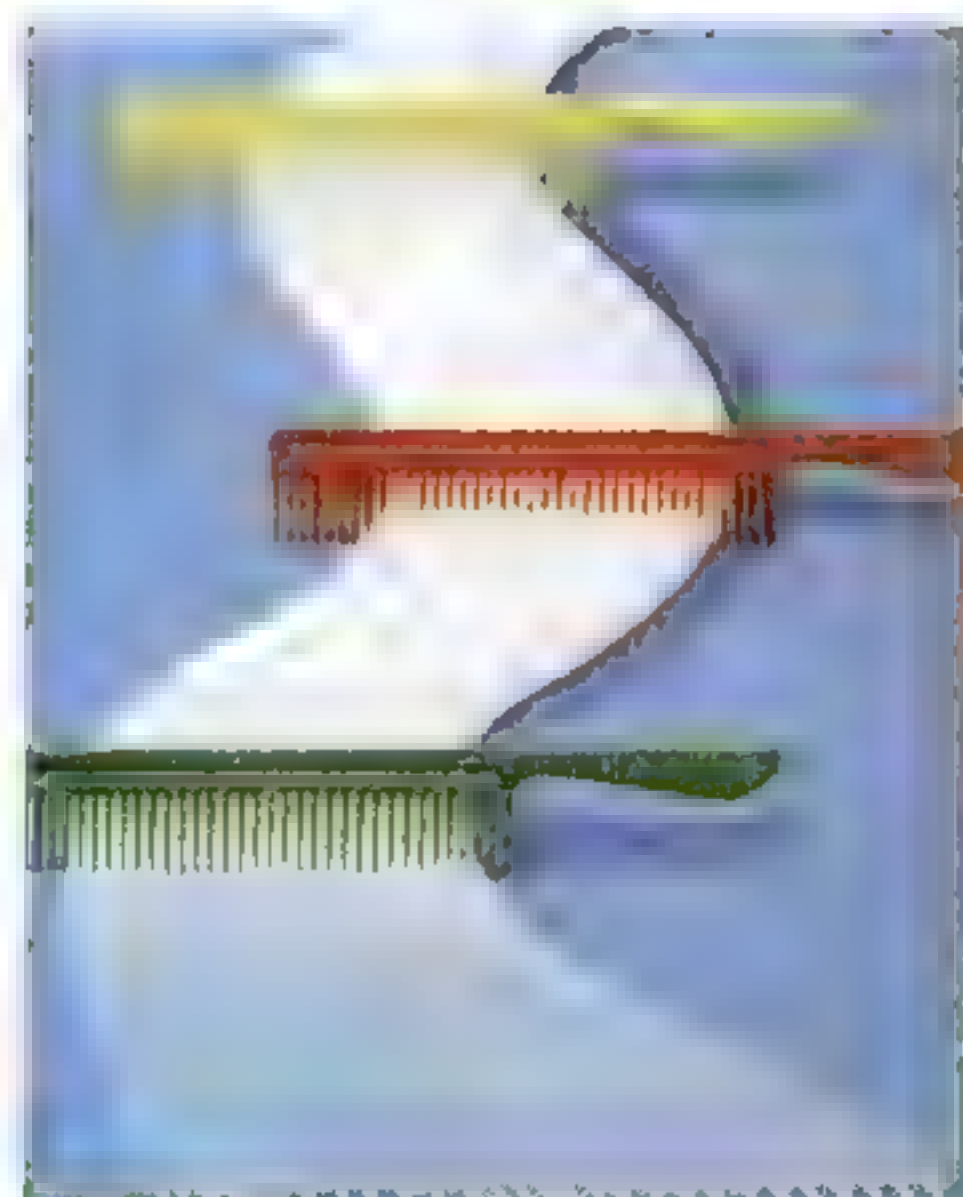
Two thrills: lovelier sheets; a lower sheet bill!



The **CANNON GIRL** says: Put yourself to sleep counting the joys of lovelier Cannon Combspun Percale Sheets!



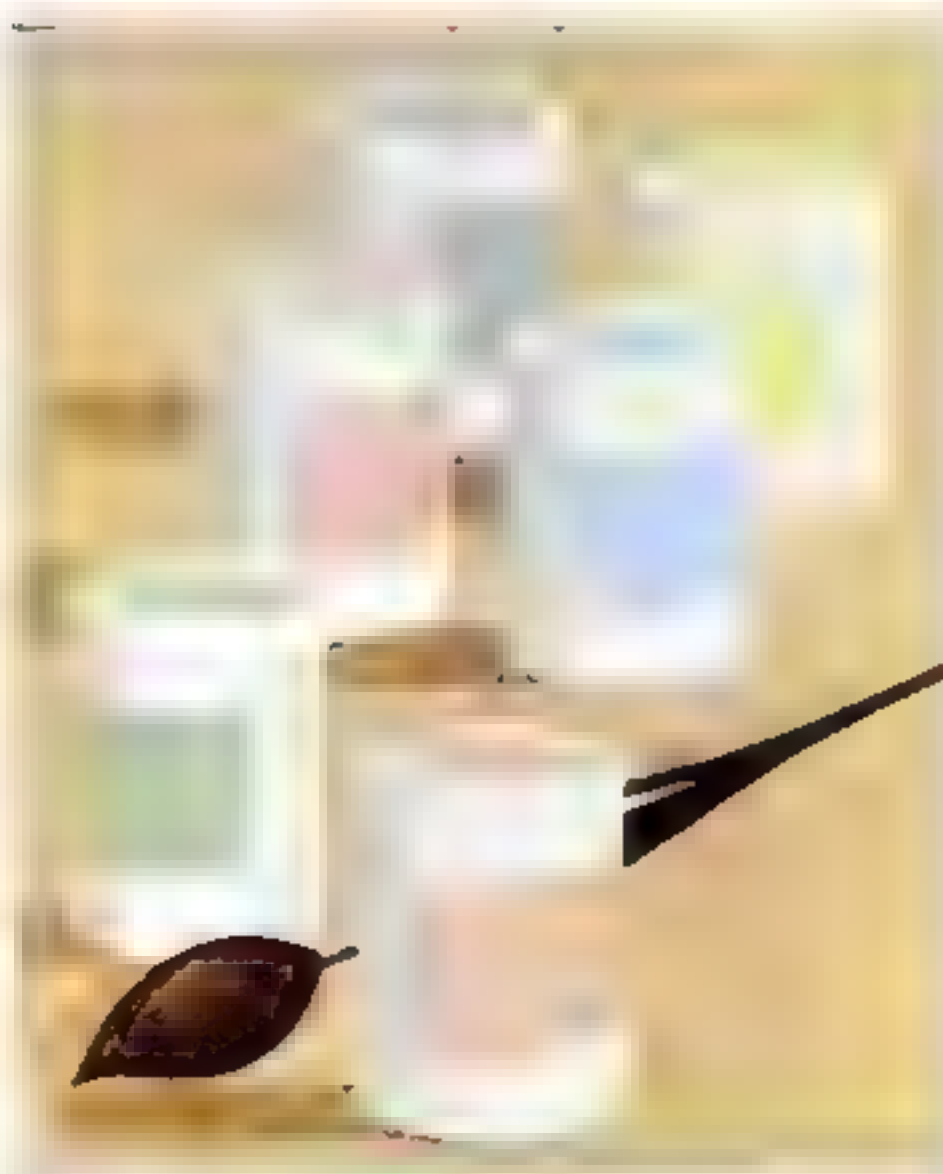
Just price 'em and see what a low price for luxury; sheets smooth and white as a **WATER LILY** dreaming on a lake!



Beauty secret: Cannon Percales are **COMBSPUN!** Finest cotton is combed and combed till only longer finer-weaving fibers remain...



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Look, too, for Cannon Combspun Percales in wondrous, true-pastel **WATER COLORS**. (These cost slightly more.)



For luxury at a price that takes the bite out of your sheet bills—always ask for **CANNON COMBSPUN PERCALES!**

Cannon Combspun Percale Sheets



LIFE'S REPORTS



TRAFFIC JAM piles up on the Autobahn as trucks bound for Berlin wait at U.S. check point until Russians open their gates (out of picture in foreground).

CREEPING CRISIS ON THE AUTOBAHN

by ENNO HOBGING

HELMSTEDT, GERMANY

Great tattered drapes of fog hung from the sky over the Autobahn. Beyond Brunswick in the British Zone, where the highway heads due east toward Berlin, we were approaching Helmstedt, the traffic control point on the British-Soviet Zone border.

At Helmstedt, Russian caprice reigns supreme. Any Soviet whim can stop an American driving from the U.S. Zone to the U.S. sector of Berlin or a German going to the German city of Berlin. For a year of blockade the Soviets kept the Helmstedt portal completely closed. During the last four weeks their "little blockade" has swung the narrow door unpredictably open or shut.

Just beyond the U.S. and British check points the Autobahn enters the woods. There, parked on the right-hand side, we saw the sign of the "little blockade": a long dark line of 35 tarpaulin-covered trucks and trailers. Tough truckers, grimy with diesel oil exhaust, slept in their cabs or waited nearby in grumbling groups.

Near the head of the traffic jam, a jerry-built barracks town spreads out among the pines. Here at the barrier itself lies "Kuschdorf," a drab but busy market square in the middle of nowhere. "Kuschdorf" is named in humorous honor of beefy, cigar-smoking Heinrich Kusch. In May 1949, when the big blockade was lifted, Kusch came to sell soda pop and snacks to the first interzonal travelers. Today he runs a prosperous roadside diner and is the potentate of this strange settlement at a slit in the Iron Curtain.

On a muddy side strip of the Autobahn the *Express-Imbiss*, with neon lights glaring above its small counter, sells hot dogs, coffee, lemonade and beer. Nearby, a *Wechselstube* (money exchange) announces on a slate blackboard: "Today's Rate: 640 East marks for 100 West marks." Out in front stands a gray trailer, with a black-and-white sign advertising its "*Fernfahrer Kundendienst*" (Truckers' Service). Here the drivers check in and place calls to announce their arrival in Berlin or the West.

Scores of listless, poorly clad figures waddled by us in the slush of the westbound Autobahn lane. A short, haggard man was begging for cigaret butts. "I fled from the uranium mines in Aue. My family is still in Saxony. I had to sell my winter coat in Magdeburg. Maybe I can get work in the coal mines in the Ruhr." His eyes looked up in a plea for comfort: "There'll be some truck through here going to the Ruhr, won't there?"

For hours not a truck had moved. The leading vehicles in the Berlin-bound line had long since been quickly, competently inspected by Western German customs officials and border police. At the head of

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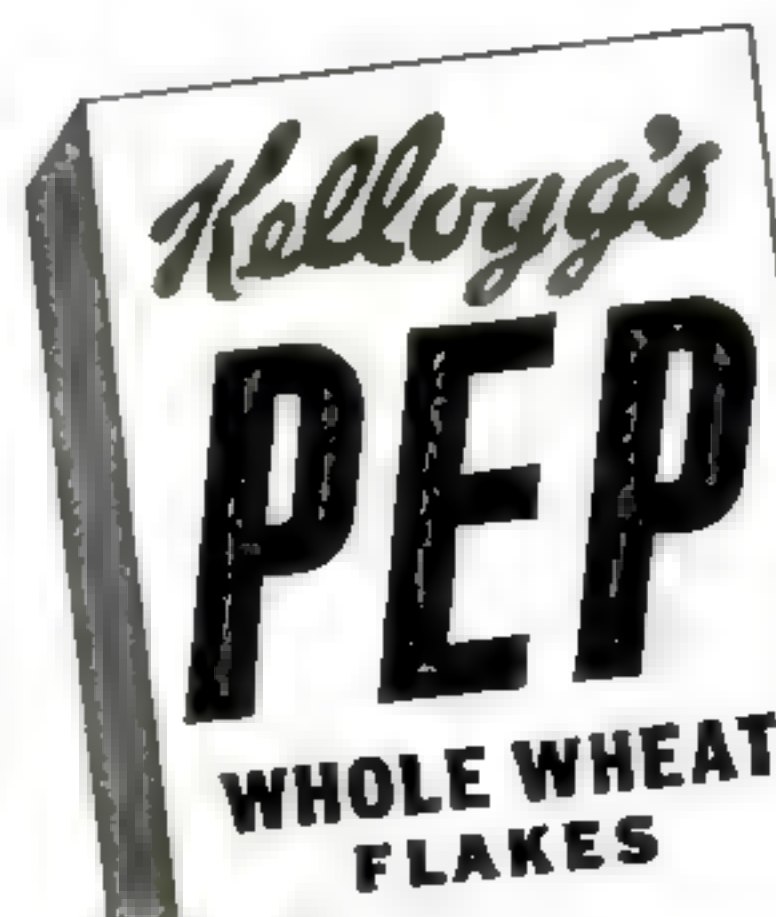
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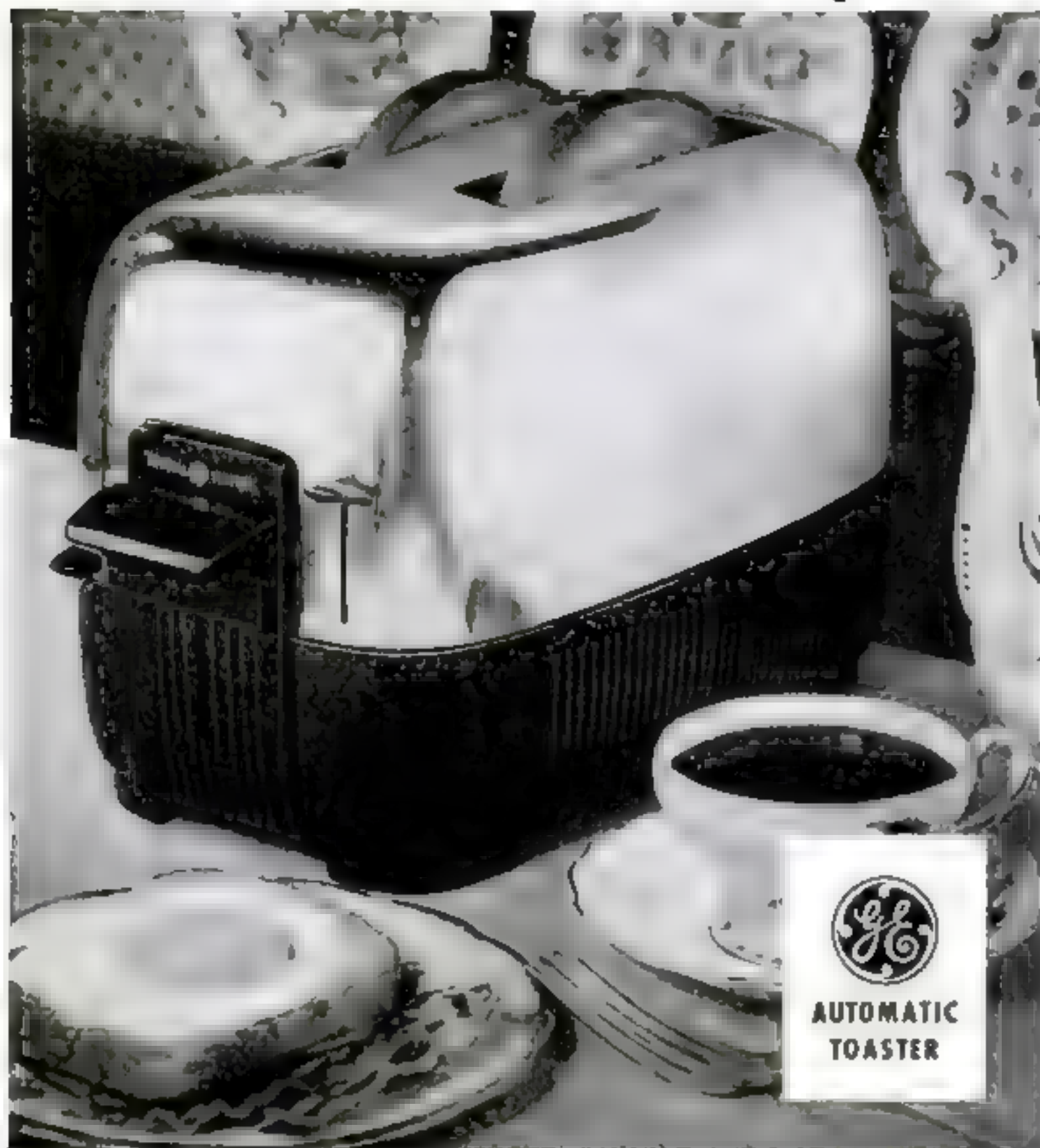


WATCH HIM spoon into that crispy PEP! Whole wheat goodness, ready-to-eat. Every delicious serving gives the day's need of "sunshine" vitamin D for adults and children, too! And a rich store of other vitamins and minerals found in the vital wheat germ.

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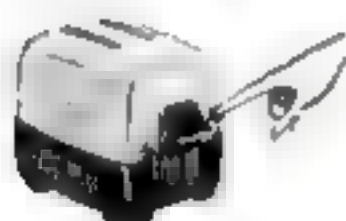
Don't hurry—
the toast will "keep"!



See the General Electric Automatic Toaster at your dealer's. \$21.50*

New Streamlined General Electric Automatic Toaster
pops up toast, or keeps it down till you're ready for it!

Toast—when you want it!



Now—without any "timing" on your part you can have your eggs and toast ready at the same time! With the new General Electric Toaster, you can keep toast ready and waiting inside! For the prompt members of the family, just set it to pop up toast for immediate use.

Toast—as you like it!



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GENERAL  ELECTRIC



PROPRIETOR KUSCH of roadside diner chomps a cigar as he announces latest news to the truckers.

LIFE'S REPORTS CONTINUED

the line waited a huge van from the Rhineland, carrying rayon yarn to a Berlin textile mill. Its sooty driver, in an oil-spattered mackinaw, leaned against the front fender. He pointed down the road to the green, wooden Soviet guard tower with the red flag, then to the long Eastern German customs sheds on the right. "The Volkspolizei has been out to lunch for two hours," he said sullenly. "Last week they played cards for almost an afternoon. What can you do?"

Over on the Eastern side there were suddenly some signs of activity. The blue-clad Volkspolizei and Soviet Zone customs personnel had apparently finished their leisurely lunch. In the trailer of the *Fernfahrer Kundendienst* the young blond manager was already busy on the typewriter. Two anxious truckers, turned back from the Soviet portal, were peering over his shoulder. "Just get that damn number right," said the stocky one. He held up his original bill of lading. Two numbers in the gross weight figure were slightly illegible, so the Volkspolizei had held him up. He and his companion were hardly gone before another trucker, clad in patched blue coveralls, came in. "It doesn't say on my papers what zone the steel pipes are from. You'd think they'd know the Ruhr was in the British Zone. Type me some new ones, will you?" After him came another. "They say they won't take a paper that has erasures on it," he growled. The typewriter clacked away again.

There was a moment's quiet in the trailer. The young man pointed to two stacks of *Warenbegleitscheine* (invoice forms). "These"—he held up one pile—"were valid until last week. Now only the others are accepted over there. That's only one of the tricks."

The telephone jangled. A Ber-

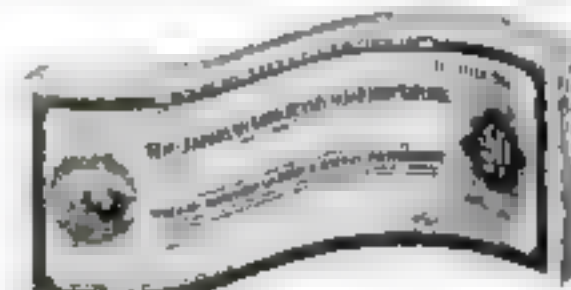
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No Wonder Dayton Koolfoam is the Most Wanted Pillow in the World



It's the result of Dayton's New Research Discovery

One woman has told another . . . and the news has spread.

Today, Dayton Koolfoam is the most wanted pillow in the world!

Just feel it . . . and you'll know why.

Dayton Koolfoam is radically different from any other pillow. It's so much softer . . . so much smoother . . . so much more resilient. Its color is clear and clean.

That's because Koolfoam is a new discovery . . . the only material of its kind in the world . . . the result of Dayton research and patented processes.

So, it's no wonder stores are often sold out of genuine Dayton Koolfoam Pillows. But, please don't be half-satisfied with a substitute. For there is nothing—absolutely nothing like genuine Dayton Koolfoam.

Look for the name on the cover and the pillow . . . it's Dayton Koolfoam.

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ONLY **\$8⁹⁵**

or \$9.95 with covering of panne satin or nylon. And there's Koolfoam, Jr., a smaller pillow, at \$3.65, and the Baby Pillow at \$3.95.

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AMMONIATED DENTIFRICE



LIFE'S REPORTS CONTINUED

lin firm was on the line, inquiring about its shipment of cardboard. "No," answered the young man, "your driver hasn't been here yet. Probably waiting back in line. Call you as soon as he comes." The door burst open and two more truckers came in. "These damned papers—" cursed the first. "Hand them over," sighed the manager and got back to his typewriter.

I walked over to the *Express-Imbiss* for a cup of coffee. A few hitchhikers were inside warming themselves. Some truckers were sipping beer. Behind the counter, the bird-faced, rosy-cheeked clerk was mournful. "Truck traffic has gone down a third," he complained quietly. He nodded in the direction of the Soviet border. "I went over there last week to see how the competition—it's a Communist cooperative restaurant—was doing. They took all my money and then fined me 20 marks. I was in the clink until I could get someone to come over with the money."

Outside, the trucks started up again, blowing their black diesel exhaust across the Autobahn. They crawled forward a few feet. "About ten trucks an hour going through now," said a Western German cop at my side.

Day after day at "Kuschdorf" the pace of traffic rises and falls with the mood of the Soviet border police. Sometimes it is six trucks an hour, sometimes none, sometimes the "normal" rate of 10 to 12.

The cost of all this to the very sick West Berlin business world is only partly measurable in immediate cash losses and work delays. The "blockade of confidence" looms as a much greater danger. Western German firms hesitate to place orders with Berlin factories that cannot guarantee fixed delivery schedules. Western investments, which Berlin badly needs, look ever riskier. Without provoking an open crisis, the "little blockade" is again pressing the point that there is no real security for Berlin, no healthy future.

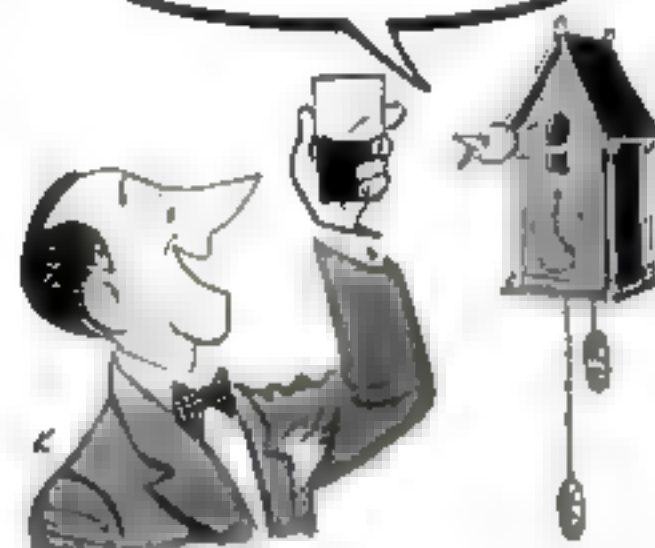
After an hour we finally got through the gates and drove on to Berlin. In Berlin the same evening I was talking with some hardheaded Berlin politicians. When Helmstedt and the off-and-on blockade came into the conversation, plain speech turned to plaintive sighs. "The world could understand the challenge of the big blockade," said a civic leader. "But who will get excited about a few trucks held up today, some more tomorrow, a crisis in Berlin that just creeps up on you? The Russians have learned subtler ways to do us in."

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LIFE'S COVER

Freckle-faced Aileen Wood is a talented member of the younger set which helps give Aiken's big week (pp. 95-99) a holiday air. Home on vacation from a Virginia private school, 17-year-old Aileen rode in the drag hunt and won three ribbons in the Aiken horse show. Since she learned to ride at the age of 5, Aileen and her mother have won enough ribbons to cover one side of a tack-room wall. But she isn't so crazy about horses that she neglects tennis, at which she is quite expert, or dancing, for which she always seems to have plenty of partners.

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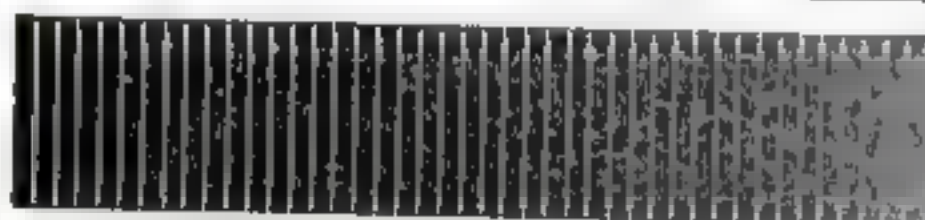
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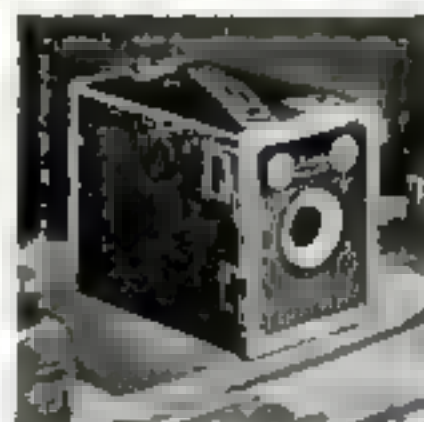
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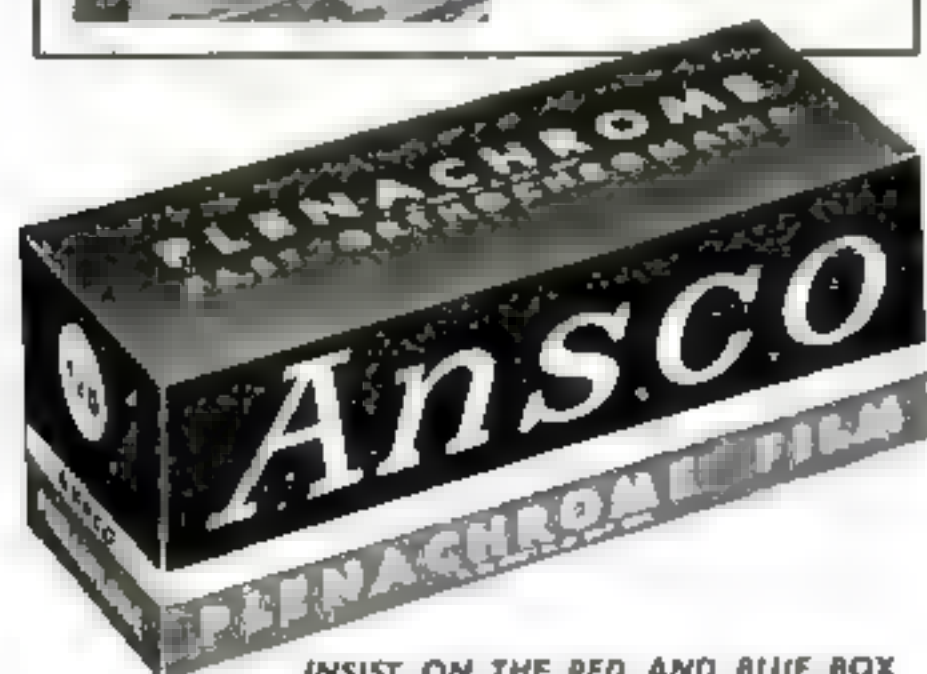
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BRIDGES SAYS HE'D "SABOTAGE THE SUBVERSIVES"



McCARTHY IS SUSTAINED BY COUGH SYRUP, COFFEE



WHERRY STILL WANTS LOYALTY FILES UNLOCKED



A GRIM LOOK ON HIS SUNTANNED FACE, THE PRESIDENT PUTS THE FINGER ON SENATORIAL "SABOTEURS"

THE BATTLE OF LOYALTIES

On the lawn of the winter White House at Key West, President Truman staged a dramatic little matinee one day last week. To set the stage for it he served his guests, the White House correspondents, hot dogs and hamburgers and their choice of beer or lemonade. Harry Truman downed two glasses of the latter, then settled himself in a wicker chair to give a performance that equaled Franklin D. Roosevelt at his angry best. The President had just refused to turn Federal loyalty files over to the Senate Red hunters. Now, lecturing the newsmen on postwar foreign policy developments, he came to a fiery climax with a direct quote: "The greatest asset that the Kremlin has is the partisan attempt in the Senate to sabotage the bipartisan foreign policy of the United States." Then he

named as chief saboteurs Senators Styles Bridges of New Hampshire, Kenneth S. Wherry of Nebraska and Joseph R. McCarthy of Wisconsin. Certainly McCarthy had presented an inviting target for the President. At the time of the accusation he was on the Senate floor in Washington, panting his way through a four-hour speech in an effort to substantiate his charges that the State Department had scores of card-carrying Communists or Soviet sympathizers. It was possible that one of his wild blows might connect, on one or more of his gallery of victims. But so far, while recklessly disrupting government business, private lives and public faith at a critical time, Joe McCarthy indeed had done his best to sabotage what was left of the bipartisan American foreign policy.



ACCUSED by McCarthy and defended by Truman, Secretary Acheson's senior advisor, Philip Jessup (right), reviews Far Eastern policy with Senator Connally and Acheson.



ALARMED by proposal that FBI files be turned over to senators, Director J. Edgar Hoover, shown with Attorney General McGrath, says it would harm his agency's work.

JOE MCCARTHY'S POLITICAL DYNAMITE CAN BLOW UP IN EITHER PARTY'S FACE

Joe McCarthy's sensationalized case against the State Department was built on a rather casual foundation. Asked to give a Lincoln's Birthday speech on Communism, he had trotted out an assortment of shopworn stuff, much of it already investigated by the House Appropriations Committee. But as time went on and tips kept coming into his office, the senator ran across much more important matters, or thought he did. Unfortunately blundering Joe McCarthy was hardly the man to document and present them to a Senate subcommittee, and the headline-hunting approach was hardly the way to handle them anyway. His case against Judge Dorothy Kenyon of New York backfired when she entered a spirited and convincing defense. So did his attacks on Philip Jessup (left, above) and lesser

lights; time after time McCarthy's "evidence" dissolved into hearsay or plain error. The truth was that he was unprepared and was unable even to make up his mind whether he was hunting 57 deep-dyed Reds or 205 cases of guilt-by-association.

At first Freshman Senator McCarthy had to do his ball-carrying alone. Although some Democrats held a nagging fear that he might just turn up something disastrous to the Administration, his Republican colleagues were afraid he might discredit the party before he ever got around to it. By last week, however, he had picked up some support in various quarters. Senator Taft, for example, came to the rescue of the "saboteurs" when he observed that the only way to get the Communists out of the government was to change the head of the government.

The Lattimore case was McCarthy's big test; he admitted that his whole campaign depended on it. He said he had witnesses to prove his charge that the Johns Hopkins professor and Far Eastern expert was "the top Russian espionage agent" in the country. He had not identified the witnesses but had pretty well described them as Louis F. Budenz, the reformed Communist editor, and Alexander Barmine, the refugee Soviet general. Hurrying home from a U.N. mission to Afghanistan, Lattimore said he would prove the charges, all right—he would prove them to be unmitigated lies. By now the proceedings had the nervous attention of both political parties. The mess that McCarthy had stirred up was about to give one of them an issue; the trouble was that the country might not be able to afford it.



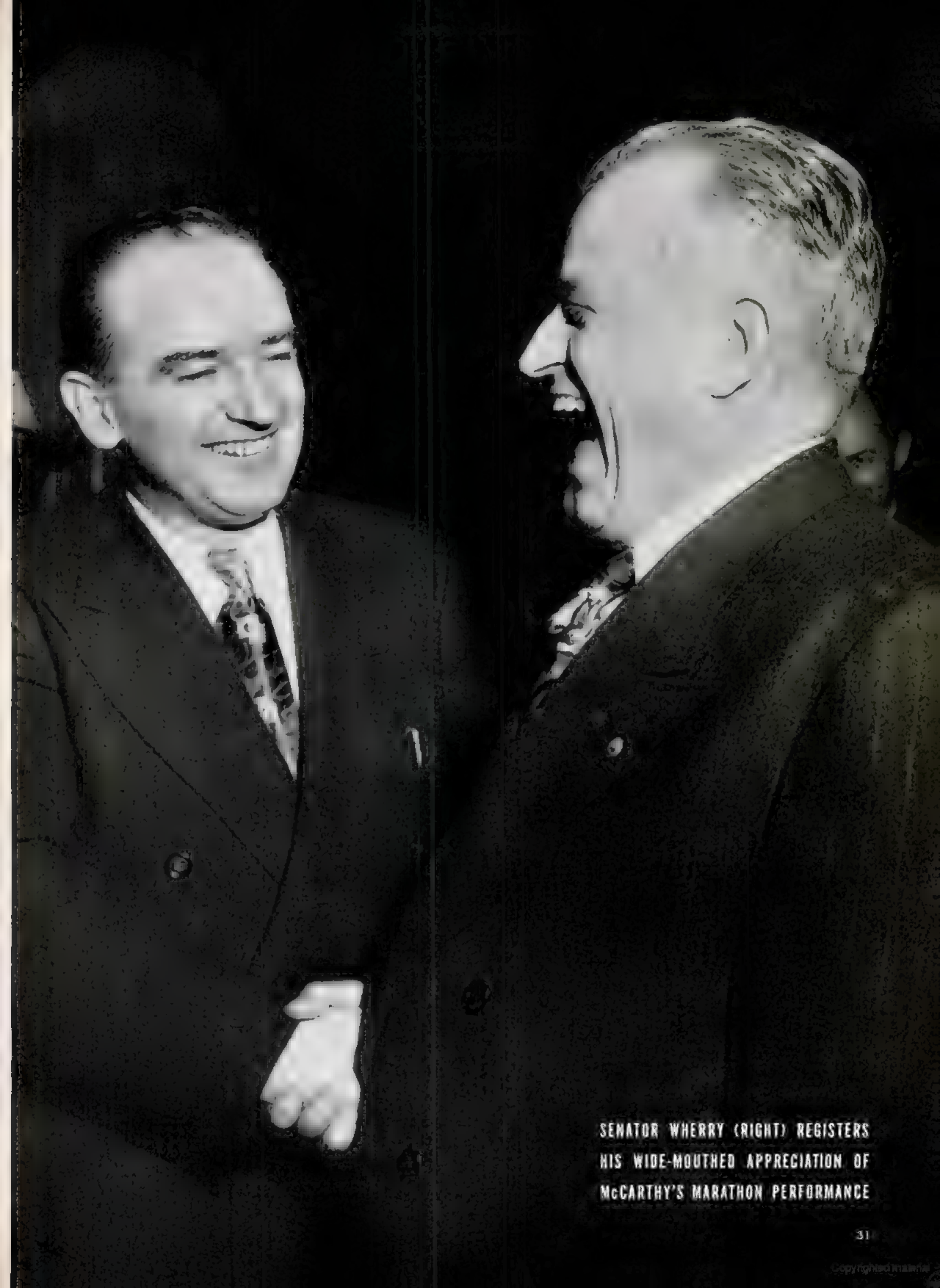
DEFENDING self against charge that he is pro-Red, Haldore Hanson appears before committee.



GREETED by wife and son on his arrival from Ireland, Owen Lattimore prepares to answer his "base and miserable" accuser, sue him too.



RECALLED from overseas post for loyalty board hearing, John S. Service (right) talks to newsman.



SENATOR WHERRY (RIGHT) REGISTERS
HIS WIDE-MOUTHED APPRECIATION OF
McCARTHY'S MARATHON PERFORMANCE

McCARTHY AND THE PAST

LET AMERICANS TURN FROM BYGONE ERRORS TO THE VITAL PRESENT

McCARTHY AND ACHESON

A natural thing to have done on this page this week would have been to resume the editorial discussion of Secretary of State Dean Acheson which was started a couple of weeks ago. Normally we would do so, being under some obligation to complete such a discussion once it is initiated. We are not doing so this week for a simple and illuminating reason. Senator Joseph McCarthy's shotgun hunt for Communists in the State Department has so fouled the national atmosphere that any criticism of the Secretary of State would be widely and wrongly interpreted as a contribution to the McCarthy lynching bee. McCarthy, not Acheson, is the figure of the moment. In the adjoining columns we examine him and the past in which his charges are rooted.

RETURN OF A GHOST

When Britain recognized Eire as a free state, the so-called "Irish Question" disappeared from U.S. politics. We had thought it gone forever, but we were wrong. For, speaking on St. Patrick's Day, Mayor Bill O'Dwyer of New York City said of Ulster's Prime Minister, Sir Basil Brooke, that he would be one official who would not be welcome at New York's City Hall. Twelve days later a somewhat waggish House of Representatives voted 99 to 66 to withhold all European Recovery funds from Great Britain after June 30 if the partition of Ireland is to be continued. The "Irish Question" is indubitably back for a replay.

Mayor O'Dwyer spoke in a fit of pique after he had learned that a St. Patrick's Day parade had been banned in Ulster. The House of Representatives voted as it did without any serious belief that the vote would stand up (it was reversed later). It would be silly for us to bring up the heavy artillery to fire at Mayor O'Dwyer and 99 U.S. Congressmen for doing something in pique or frivolity. But we do feel like saying tut-tut.

Does this inclination make us a bunch of dirty Sassenachs? Heaven forbid. As a matter of fact, we love the Irish. We just don't want to see the Ulster question mixed up with U.S. politics. The U.S. had enough of that sort of bitter irrelevance in the late 19th and early 20th centuries, when pro-English Americans were busy accusing Irish-Americans of being in favor of Rum, Romanism and Rebellion, and when pro-Irish Americans were countering by twisting the tail of the British lion in the middle of every U.S. election. Such tactics on both sides did much to degrade U.S. politics, and we should hate to repeat the experience.

Do you remember a movie called *Mission to Moscow*? It was only seven short years ago that a huge Hollywood concoction under that title was launched upon the American public with a great fanfare. The President of the United States himself (Franklin D. Roosevelt) was widely supposed to be a sponsor. An actor played the part of President Roosevelt in the movie, giving cheery support to the notion that Joe Stalin (even if he had to murder a great many people) was at heart a good fellow and that Soviet Communism either wasn't really Communism or would turn out to be, in any case, a nice and hearty bedfellow of Uncle Sam.

This movie was based on the official actions and reports of America's own Ambassador to Moscow, Joseph E. Davies. (*Mission to Moscow* had first appeared as an officially approved, best-selling book.)

Joe Davies was and is a mighty nice man. Further he is a very smart man—few smarter. Like Senator Joe McCarthy he was born and raised in Wisconsin. He made a fortune in the law; finally he married Marjorie Post Hutton, one of the very richest of women in this land of rich women. And he was one of many millionaires and new millionaires who, instead of going against Roosevelt in the New Deal and wartime years, played ball with him—in the interests, as they thought, of the country as well as of themselves.

And why, at this late date, do we bring up this movie and Joe Davies? It seems like so many ages ago, even if it is only seven years. We bring up *Mission to Moscow* because you have to go back in recent history, you have to remember things like that if you want to think with any sanity or clarity about the pro-Soviet bias of American Foreign Policy in the years between 1933 and 1947.

The tendency of the American government to yield too much to the pressure of Soviet Communism at home and abroad has been one of the great tragedies of human history, as LIFE has often pointed out. Why did it happen? How did it happen? Why? How? That is a truly painful question. And the honest answer to it is that no man living can give an adequate answer. At any rate no man has yet done so—and no newspaper, and no magazine, neither the voluminous *New York Times*, nor Senator Vandenberg, nor Senator Taft, nor General Marshall, nor Eleanor Roosevelt, nor anyone else. The true story is too big. It involves not only leading personalities; it involves the whole trend and thinking of our tragic times. It involves John L. Lewis, and Phil Murray, who knowingly used Communists to build up the C.I.O. No one has yet been able to tell this whole story. Take Robert Sherwood: his book, *Roosevelt and Hopkins*, has received the most flattering praise; he himself has been bedecked with medals and honors. His book is an honest book as far as it goes, but from beginning to end it totally fails to explain why the U.S. yielded so much so tragically to Soviet policy in so many ways.

Since the Democratic party was in power

during this whole period, it is only fair and proper that the Democratic party should bear the main responsibility for the tragic mistakes of American policy in this period. Without the prestige of leading patriotic Democrats, the left-wingers in the Democratic party could never have led the country into its bitter mistakes.

It is only natural that Republicans should seek to exploit this historical weakness of the Democratic party. But we deplore partisan exploitation of this weakness at this time—an exploitation which has become excessive and evil. Specifically we deplore the wild and irresponsible behavior of Senator Joseph McCarthy. We deplore the aid and comfort which he has received from Senator Taft and some others.

Joe McCarthy can do just as much damage to American thinking today and tomorrow as Joe Davies may have done in the past. It was right to support Russia in war; it was wrong to try to whitewash Communism. Now, it is right to fight Communism; it is wrong, wicked, to smear people indiscriminately, most of whom are good Americans.

The danger of Communism is real. And we shall not cease to urge greater efforts in fighting Communism until it is licked. But there is a right way and a wrong way to fight Communism—or any other evil. It is wrong when millions of Americans lose their decent sense of judgment and are ready to believe any charge leveled against anybody regardless of proof. It is wrong when all officials of a vital arm of government—the State Department at the moment—are subjected to virulent and indiscriminate suspicion. It is wrong when the attention and energies of the nation are focused upon a necessary but secondary item, security, and are thereby diverted from the vital and primary item, which is foreign policy and what to do about it.

The past cannot be undone. We Americans desperately need to pull ourselves together to wage really effective political warfare against Soviet Communism—now.

The great majority of the American people, by their votes or otherwise, are involved with the mistakes of the past. These mistakes cannot be wiped out by finding a few scapegoats. There may still be some characters who need to be removed from public life—indeed, we have no doubt that there are. But many of those who need to be removed have been removed. Others are bound to follow.

But do you really want to do your part in stopping Soviet Communism? Then, what you can best do for America and for American principles is not to join in the McCarthy lynching bee. What you and all of us can better do for America is to demand more vigorous and more farsighted American policies and efforts in Europe and Asia.

That is the way you can help to redeem American error—maybe in part your error—of the past. That is the way you can be a true patriot, guaranteeing that American principles and not the Politburo will win in the decisive decade 1950-1960.



WIND RAISES ROOF

On the outskirts of Topeka, Kan. last week Russell McConkey held onto his hat and watched helplessly while a 50- to 80-mph wind ripped up the asbestos shingles on his new house. Some blew away

and McConkey, who helped to put the roof on in the first place, had to help fasten it back down. Elsewhere the wind caved in school walls and whipped up the heaviest dust storm in years (pp. 40, 41).



RESCUE ON A ROOF

In New York City, Dentist Murray Berke looked out his office window, saw a 3-year-old boy dangling over the edge of the cornice on a rooftop across the

street. He was clinging to a television aerial pole five floors above the sidewalk. Quickly Berke sent Dental Technician Leonard Karr to rescue the boy who



40,000 IN A QUEUE

This picture shows that Americans aren't the only people in the world to go crazy over sports. These 40,000 canny Scot-men lined up to buy box-office

tickets—and thus avoid scalpers' prices—for the April 15 Scotland-England football match at Glasgow the first day they went on sale. They began



was struggling weakly to get back up. While Karr raced across the street and climbed upstairs, Berke, an amateur photographer who keeps a camera in

his office, took the picture at the left. When Karr made the rescue, Berke took another (*above*). The 3-year-old, who had gone up to the roof to sulk after

being punished by his mother for swearing, was still dry-eyed and unperturbed. "Damn it," he complained bitterly, "I could have got back myself."



arriving at 5:30 a.m. and piled up in serpentine lines winding across the field outside the stadium, hopefully working their way toward the ticket office at

the head of the queue **1**. At the peak of the rush, when this picture was taken, the tail was at **2**. Despite the fact that it rained all morning, the fans kept on

grinning (*foreground*). But the grins faded by 12:30. The last ticket had been sold. Only 20,000 were available, half the fans went home empty-handed.



BIG PRE-ELECTION PARADE WAS STAGED SATURDAY BY 14 TRUCKLOADS OF STUDENTS WHO RODE THROUGH CITY FOR AN HOUR CHANTING, "WE WANT A FULL TERM"



LEVY DANCE is performed by high school students worried about possible loss of accreditation. They are singing, "We are the seniors of '22 if the levy don't go through."

ORDINARY CITIZENS GET

After voting down a tax levy three times in a row,

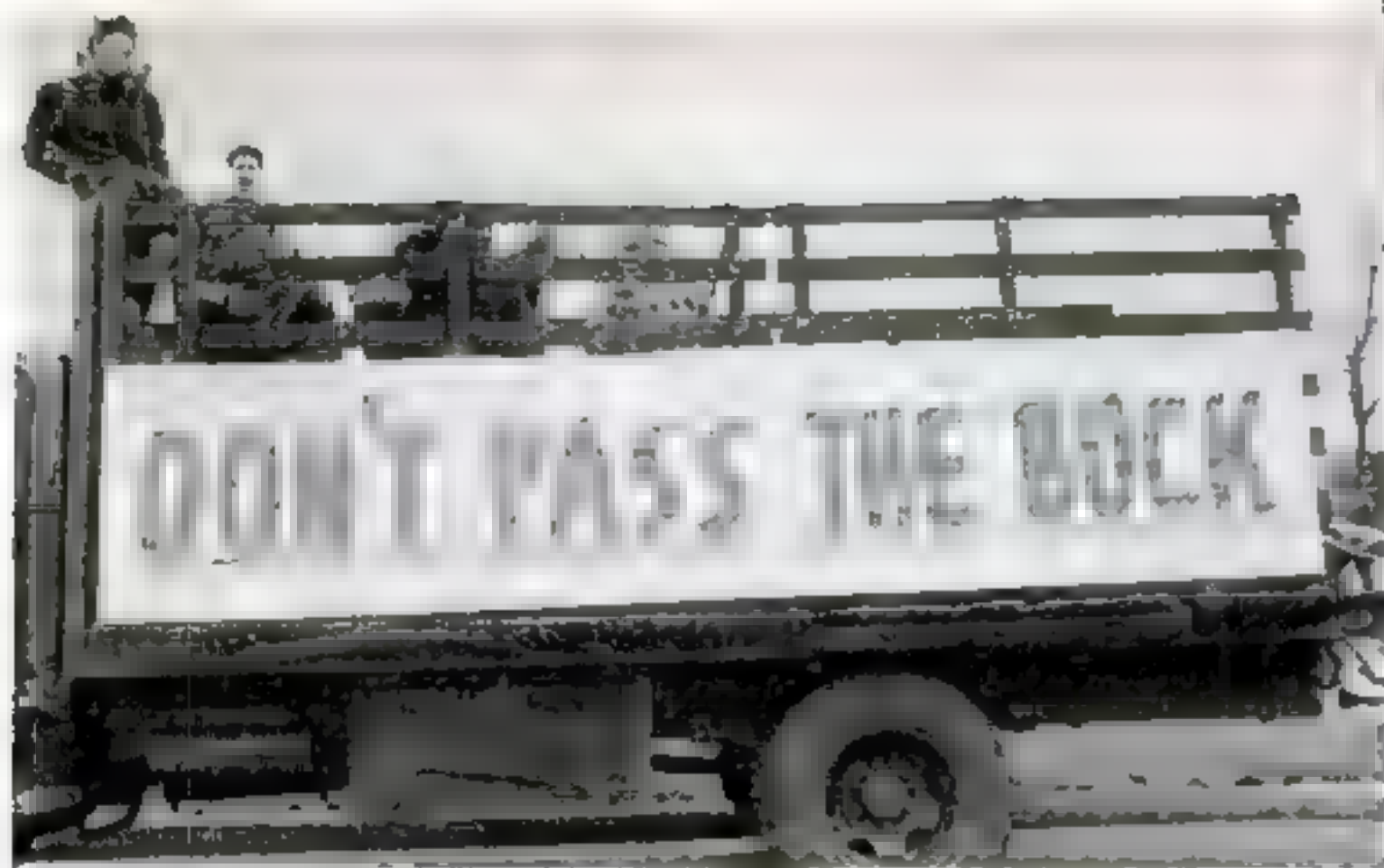
A few weeks ago spring came to Kansas City, Mo., and found it steaming like a pressure cooker. From the swank south to the industrial northern districts some 9,000 citizens were out pounding doors and haranguing anyone who had a vote. Schools roared with rallies by night and pupas paraded and handed out posters. A school election was coming up on March 28.

On the face of it the issue was simple. Kansas City, rich and fat from wheat and cattle and just about to celebrate a century of progress, was in the midst of an educational crisis. The school buildings were in fair shape and the teachers were paid near average salaries. But there was not enough money for a full school year. If the citizens voted "yes" on a property tax levy that would cost them an extra 38¢ per \$100 assessed property valuation, their children would have 40 weeks of school. If they voted "no" the school term, cut to 34 weeks this year, might grow even shorter. Besides, their schools were certain to be discredited in Missouri and neighboring states, and their children would have trouble getting into college.

If the levy passed, Kansas City's school tax would still be only \$1.38 per hundred—7½¢ less than the average of 25 biggest Missouri cities—and its low school budget would only increase from \$10 to \$12 million. But there were some gimmicks. The levy would have to get two thirds of the votes cast, a requirement of the state constitution. There was also opposition from some property owners who were sure to vote to protect their pocket books. On the other hand there was the tendency of the average voter to

AT A RALLY AT NORTHEAST HIGH SCHOOL A SPEAKER GETS AN ENTHUSIASTIC ANSWER TO THE QUESTION: "HOW MANY HERE ARE GOING TO VOTE FOR THE LEVY?"





IN ADDITION TO THE ONE-TWO MESSAGE CARRIED ON THESE TRUCKS, THE SIGNS RANGED FROM "WAKE UP K.C." TO "IF THE LEVY FAILS BUILD BIGGER JAILS"

HET UP OVER SCHOOLS

people of Kansas City decide on full scholastic term

pass up something as unexciting as a school election. These factors defeated the levy in every election for three times in a row, although until 1949 money had always been found to keep the schools open for 40 weeks.

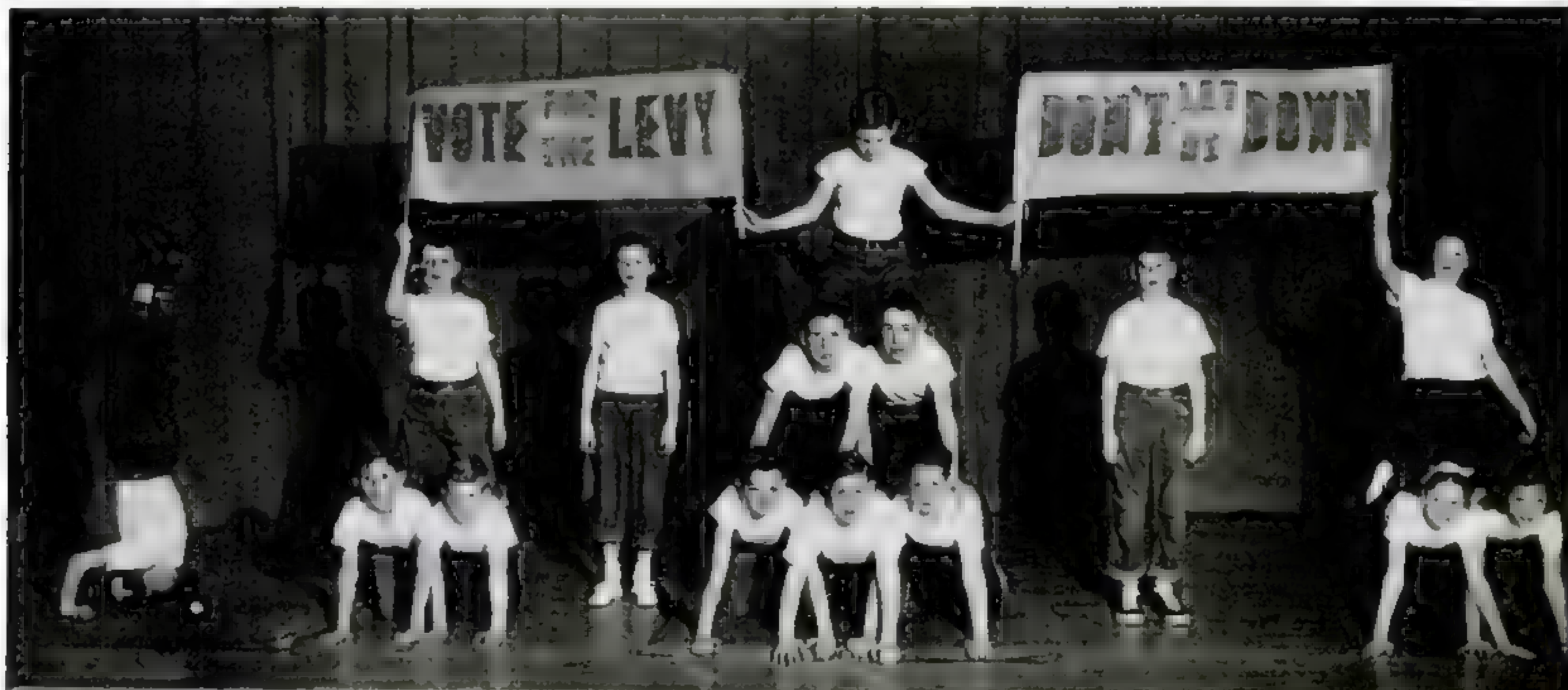
But this year the public got into the act. A good many citizens had always fought for the levy. Fact-finding committees had been active since 1946 and the superintendent of schools, Dr. Harold Moore, had been circularizing parents and teachers since September. In October a letter from Stanford Saper, a local dry cleaner, appeared in the *Kansas City Star* pointing out that the budget for the coming centennial celebration had been announced as \$650,000. "We are in danger of being blacklisted by the colleges..." he wrote, "and yet we have the nerve to plan a pageant of progress." A week later he helped form a Citizens' School Committee. By February the levy proponents represented 600 citizens' groups from the P.T.A. to the local association of chiropractors. They were coordinated in one committee and a block system of vote canvassing was set up.

On election day last week the voters were as well organized as any anthill. They had been exhorted by the *Star*, by the Protestant, Catholic and Jewish churches, by radio and television skits, by both political parties and by all the pro-levy organizations. When the polls opened they could be supplied with baby sitters or whisked to voting places in private cars. By 10 Tuesday night the returns were in. To the astonishment of many prophets it was a record school vote: the levy had passed in a breeze, 68,470 to 30,013.



RALLY WATCHERS at Northeast High were Jane Ellen Williams, 7½ months, and G. W. Davis, 63, the vice principal of the school, who taught Jane Ellen's grandmother.

CHILDREN AT BENTON ELEMENTARY SCHOOL DRAMATIZE THEIR FLIGHT WITH HUMAN PYRAMIDS. SCHOOL IS THE ALMA MATER OF GINGER ROGERS AND WALT DISNEY





PRO-LEVY LEADERS met daily to coordinate activities of over 200 autonomous groups which made up Volunteer Coordinating Committee. They are C. Harold Mann, Mrs. Thomas Higgins Jr., Rev. J. Allan Watson (Council of Churches) and John McEvers.



ANTI-LEVY LEADERS of the Property Owners' Association listen to Vice President Thurman McCormick (center). They complained that levy will raise taxes while rents stay frozen. They are for schools that teach 'Three Rs' without 'Foil, Froth and Foam.'



VICTORY PARTY is held by members of the Citizens' School Committee Tuesday night. Backboard shows returns with 99 out of 112 precincts reporting. At left, wearing a beard he is growing for the centennial celebration, is Stanford Super, who started the

MRS. CARRIKER GETS OUT THE VOTE



"**IT CAN'T BE DONE,**" said Mrs. Glenn Carriker (left) to Precinct Captain George Newland the night before election as she tried to replace a worker at the last minute. A P.T.A. member and lieutenant colonel in the block organization, Mrs. Carriker started



working on the levy on Washington's Birthday, when she and another organizer made 10 phone calls. It took 200 more to line up her 22 checkers. 11 precinct captain and 60 block workers. But on election eve she was able to tell her husband (second picture) that





committee with his letter to the *Star*. In center C. Harold Mann, the chairman of the committee, cheers wildly. Together with the P.T.A., the Citizens' School Committee had job of supplying block workers. That morning some had feared the party would be a wake.



BABY SITTING was one of the services supplied to people like Mrs. Blanton (right), who had signified she would vote for the levy. Here Precinct Captain George Newland prepares to take Mrs. Blanton to the polls while Doris Holleman takes over the baby.



CAR POOL outside of Northeast High School was one of many operating on election day. Here Ray Hill, in charge of the Northeast District (100 cars), hands out assignments to drivers who will pick up dilatory voters and drive them to their polling places.



her district, which last year voted against the levy, seemed in good shape. "Right now it's 1,485 for," she says, "and 725 against." On election day she worked in the Thatcher School, dispatched cars and baby sitters and checked the returns in her precincts (third



picture) stopping to admonish people to vote. Then, after turning in the ballots (fifth picture), she slouched back in her chair with her son Don to hear the citywide returns and wait for space on the party line. "Looks like it might go," she said. "It's a happy time."



NEAR THE HAMLET OF SAND, TEXAS A FARMER BATTLES HIS WAY AGAINST A BITING CLOUD OF SAND WHICH THE WIND IS BLOWING FROM NEARBY COTTON FIELDS



STUCK IN SAND, A WEST TEXAS TRUCK DRIVER SCOOPS IT AWAY TO FREE WHEELS

A DUST BOWL LOOK IN TEXAS

Worst wind since 1936 blows away Southwest fields

For double the biblical seven fat years farmers in the Southwest have been keeping their fingers crossed against a recurrence of the winds which finished carving out the dust bowl in 1936. Last week they got a terrible scare. The fierce wind, which was blowing everywhere from Texas to Kansas, stirring up choking clouds of dust, was the worst they had seen since then. It raged across cotton fields near Lamesa, Texas (opposite page), piling up sand against the fences and filling in the ditches. Though farmers got out their tractors and tried to save the topsoil with emergency plowing, there was not much they could do.

Cotton is the chief "money crop" in west Texas but its cultivation year after year has weakened the wind resistance of the sandy loam that it grows in. And now it would take at least two inches of rainfall to hold down the shifting soil, even temporarily. (The Lamesa area had had only .05 inch since January.) "If it doesn't rain," said one worried farm expert, "the land could walk away."

TEN CARS (SOME SHOWN IN THE BACKGROUND) FILE UP ON A HIGHWAY NEAR WICHITA, KAN. BECAUSE THEIR DRIVERS WERE BLINDED BY A THICK CLOUD OF DUST





LIFE CONGRATULATES...

C.C.N.Y. AND JOINS IN "ALLAGAROO" FOR ITS BASKETBALL CHAMPS



ASST. COACH BOBBY SAND
ED WARNER

ALVIN ROTH
IRWIN DAMBROT

ED ROMAN

NORMAN MAGER

FLOYD LAYNE

COACH NAT HOLMAN

The students of the College of the City of New York have a rousing yell that goes like this: "Allagaroo garoo garah; Allagaroo garoo garah; Eeyah eeyah, sis boom bah; Team, Team, Team!" During most of the athletic year the yell means little. Almost any good Nebraska high school team can beat City at football, and no big-league scouts hang around City's bench looking for prime baseball material. But in the winter, when the basketball season is on, the Allagaroods are something more than noise.

In 31 years as City's basketball coach, Nat Holman, one of the game's greatest players, has won 383 games and lost only 132. This year,

with four sophomores, his team started out erratically but wound up strong enough to get into the National Invitation Tournament. Nobody gave them much chance until after they met Kentucky, the favored team, walloped them 89-50 and caused a Kentucky legislator to propose that the state flag be set at half-mast. City beat Bradley in the final, then went on to the National Collegiate Athletic Association tournament and, in the final, again beat Bradley. It thus became the first team ever to win both the N.I.T. and N.C.A.A. in the same year.

The double victory had a special meaning for City. A free-tuition college, it has an earnest,

hardworking student body of 34,000, all from New York City, who need good grades to get in, good grades to stay in. There are no athletic scholarships to lure high school stars. Coaches accept extra homework as a reasonable excuse for missing practice. Four of the players—Roth, Dambrot, Roman, Mager—helped pay their way through school by slinging hash at a resort hotel, where they practiced basketball between meals. Layne spent his summer in an automobile parts factory and Warner worked in a dress company stockroom. After their victory last week they all gathered happily with their trophies by the campus bust of Lincoln (above).

THIS IS THE SPAGHETTI PREFERRED BY 9 OUT OF 10 WHO TASTE IT!

MOVIE-NIGHT MEAL!

Delicious—Easy—Economical—Nourishing!

When you want a "hurry-up" meal that's delicious, serve heaping platefuls of Franco-American Spaghetti, a vegetable salad with cottage cheese and hard rolls.

You'll love it! This is the spaghetti preferred to any other ready-to-serve spaghetti by 9 out of 10 who taste it. So delicious—and different—(thousands who used to serve nothing but home-cooked spaghetti now serve Franco-American... exclusively! Here's fine, firm, tender spa-

ghetti, blended and cooked with a sauce that contains 11 choice ingredients...including heaping portions of well-aged, tangy, Cheddar cheese, and plump, juicy, sun-red tomatoes. Even if you knew the recipe and cooking secrets—and could get all the choice ingredients—you'd still find it hard to duplicate the price...mere pennies a portion! Get several cans of Franco-American Spaghetti at your grocer's today!



READY IN 5 MINUTES
AND IN 10 MINUTES



THOUSANDS PREFER IT TO
THE HOME-COOKED KIND!

Franco-American SPAGHETTI

IN A NATION-WIDE SURVEY,
9 out of 10 who tried it preferred
Franco-American to all other
ready to serve spaghetti. In
fact thousands today serve
Franco-American exclusively—
in preference to the home-
cooked kind.



V-8 has Lively Flavor and Goodness

no single juice can match!



V-8 FOR
VITAMINS

V-8 FOR
VITALITY

For lively flavor and wholesome goodness no one single juice can match...try V-8.

V-8 is made from not just one juice, but 8 delicious juices of garden-fresh vegetables.

Each tasty juice adds its own tempting flavor—PLUS vitamins A, B, C—calcium, iron.



Serve V-8 often. Your family will love it.

Made by the makers of Campbell's SOUPS



V-8 is a trademark owned in the United States by Campbell Soup Company, in Canada by Campbell Soup Company Ltd

Here's the chicken that made

10 YEARS TO DEVELOP THIS SUPERLATIVE CHICKEN

PLANNED just for superior eating, it took more than ten years for this dream chicken to come true; ten years devoted to research, selection and development to produce a special type chicken that grows big and plump while still young and tender.

Here is chicken at its finest . . . specially fed for quality meat, specially raised to give springtime flavor *every* month in the year . . . available now at your grocery store or meat market.

To be sure you get *tender-grown* Swift's Premium Chicken look for the

TENDER

LIGHT SKIN COLOR

BRANDED BY SWIFT

tender-grown
Swift's Premium
CHICKEN

tender-grown Swift's

the news!

tag on the wing of every chicken you buy.

This, too, is important news: *tender-grown* Swift's Premium Chicken is also available QUICK-FROZEN... eleven delicious pieces... cut up, ready-to-cook... comes in cellophane lined, color-package with recipes on back.



AT ONLY 12 WEEKS, this young, tender chicken, thanks to scientific breeding and care, is as big and plump as the ordinary chicken 16 weeks old. This bird starts with the *natural* tendency to grow big.



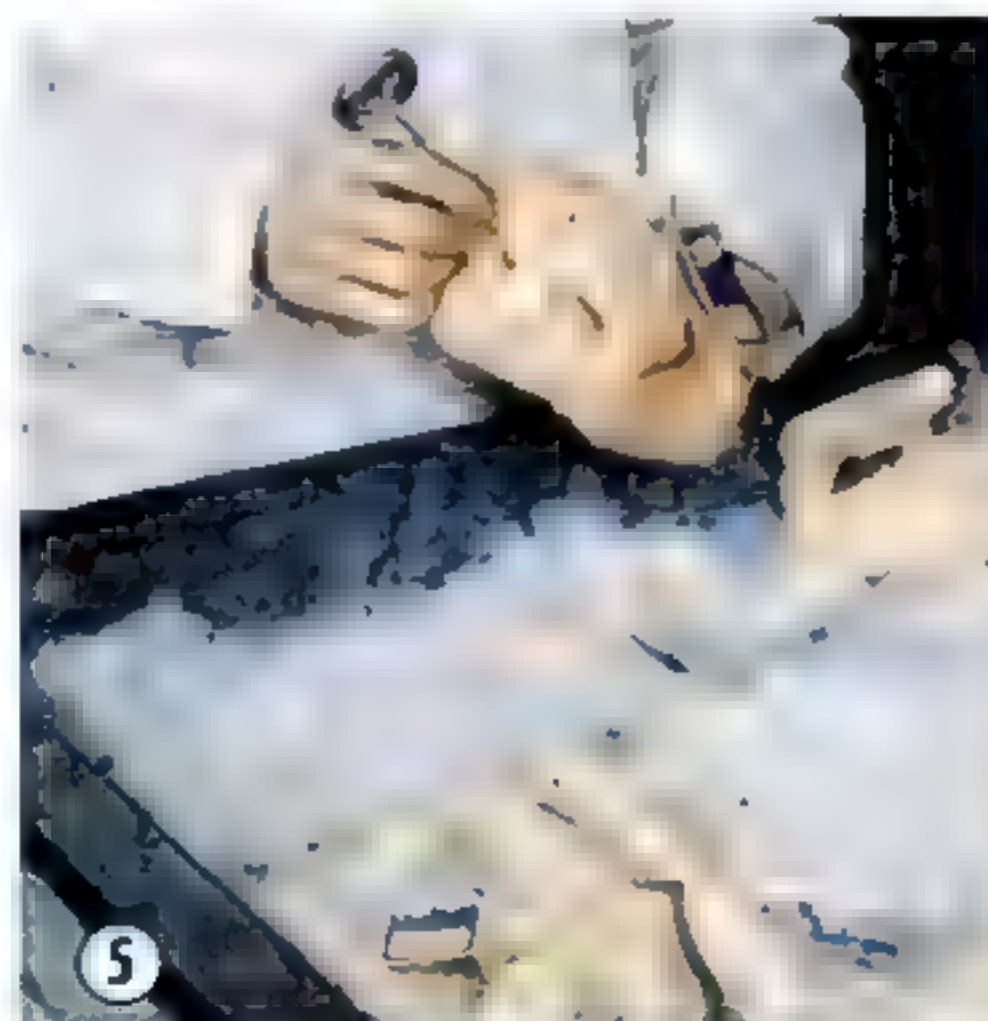
THOROUGHbred ARISTOCRAT—this fellow comes from parents of specially selected strains or special breeds of heavy meat producers. The instant he arrives he starts on his "career" of rapid development.



NO SCRATCHING for a meager living for these specially fed chickens. Confined to restricted activity in modern sanitary surroundings, they are fed a growth-developing, flavor promoting diet... resulting in *more and better* meat.



CHECKED AND DOUBLE-CHECKED by skilled workers using modern methods in ideal food-kitchen surroundings! After thorough cleaning, washing and inspection of each bird, supervisors select only the *finest* for market.



CHILLED FAST TO PRESERVE FRESHNESS, at temperatures just above freezing, immediately following inspection. Between layers of chipped ice, complete chilling is achieved within 2 hours to retain special fresh flavor.



YOU'VE NEVER TASTED chicken so good as *tender-grown* Swift's Premium Chicken. The proof is in the eating... and you'll agree it was well worth the years of scientific care and effort Swift took to produce it.



How to cement a friendship

There's no drink you can serve a friend that will be more highly appreciated than one made with Four Roses. Here are three reasons why:

1. Four Roses is a whiskey of the very finest flavor and quality.
2. Its reputation is equalled only

by the most expensive brands — brands costing considerably more than Four Roses.

3. Four Roses not only outsells every other brand of whiskey at or above its price . . . but Four Roses also outsells most other whiskeys at any price.

Wouldn't you
rather drink

FOUR ROSES

Fine Blended Whiskey

90 proof, 60% grain neutral spirits
Frankfort Distillers Corp., New York





WORKING HARD AT BEING ALONE IN THE CROWD, DAVIS (CENTER) READS A BOOK WHILE HE AND FELLOW ARRIVALS AWAIT PROCESSING ABOARD S.S. "AMERICA"

WORLD CITIZEN DAVIS RETURNS

On March 30 a 28-year-old man wearing an old combat jacket arrived in New York from France and handed out an announcement which began, "A statement of Garry Davis, upon arrival to that part of the world community now known as the United States. . . ."

After two years Davis, who renounced his U.S. citizenship—he is the son of New York Bandleader Meyer Davis (p. 48)—to become a "world citizen" was coming back to "evaluate" his experiences. He had plenty to evaluate. He had staged repeated lie-down strikes in Paris, had recruited some 477,000 sympathizers for his vague but emotionally appealing crusade for peace. The crusade was aimed at abolishing war by

abolishing individual nations, and although this was a tall order, ex-bomber-pilot Davis found many who wanted to go along. But, as he left France, he had come to realize that "the more I talk, the more I get things mixed up." Also Europeans were too "pessimistic"—Americans, he thought, might be different.

Reporters found him somewhat of a "character," but he still took their minds off chagrined fellow arrival Paulette Goddard, who had set them all up to champagne. Immigration officials also found him interesting and detained him "for interrogation" on Ellis Island. The State Department had recognized his citizenship renunciation, and he was a stateless man.



DAVIS GETS HIS FIRST VIEW OF "HOME"

WORKING HARD TO ATTRACT A LITTLE ATTENTION, PAULETTE GODDARD (CENTER) WISTFULLY RAISES HER GLASS WHILE REPORTERS SWARM AROUND GARRY DAVIS



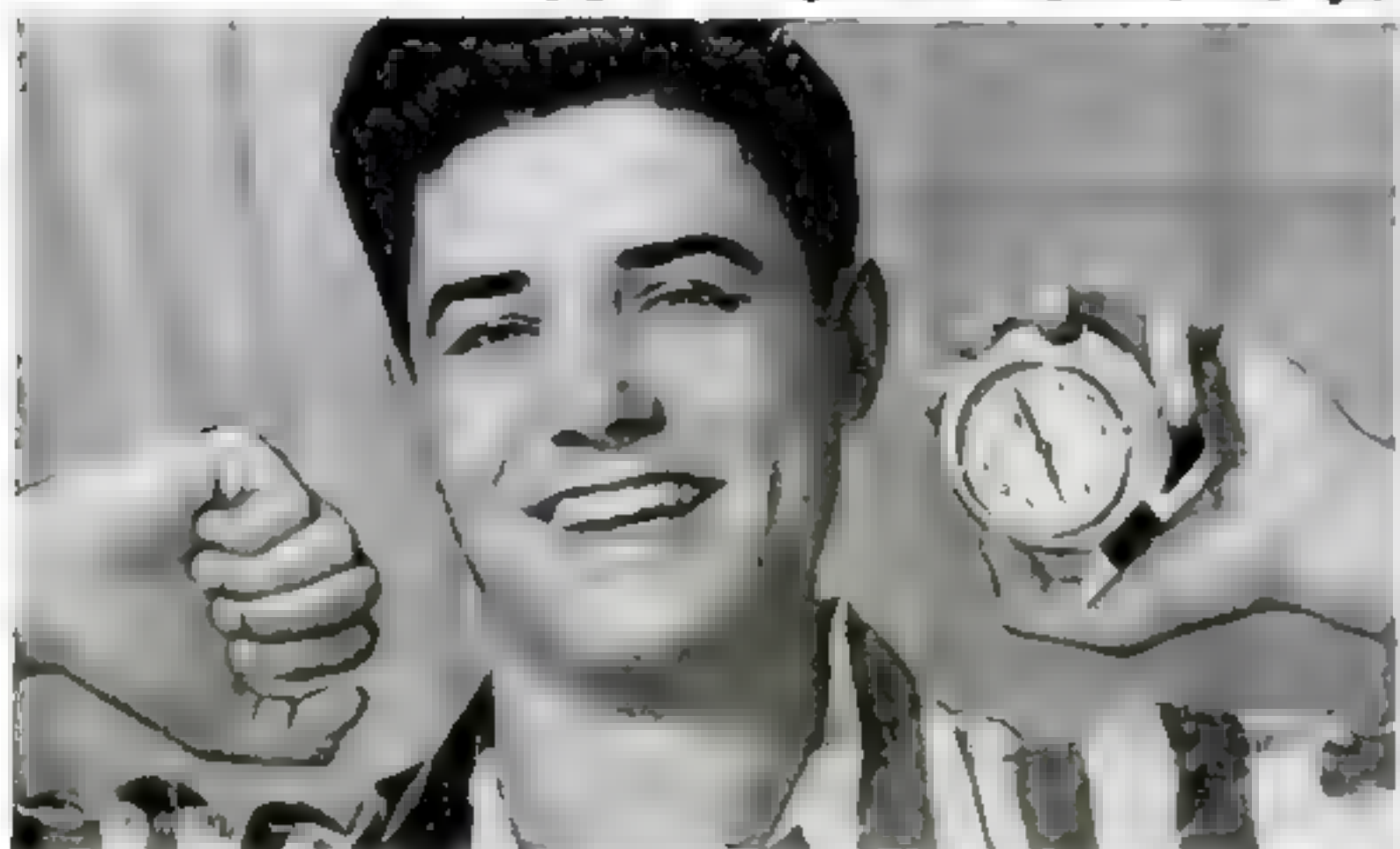
He found the secret of SLEEP!



He can thank Phillips' ANTACID ACTION for this!

Acid indigestion was making his nights miserably sleepless... until he took Phillips' Milk of Magnesia before retiring. Then he slept like a log, because Phillips'—one of the fastest, most effective antacids known—quickly eased away the acidity that had kept him tumbling and tossing. Next time this condition keeps you awake, try Phillips'... and discover the secret of restful sleep.

...and starts his day IN THE PINK!



He can thank Phillips' LAXATIVE ACTION for this!

Constipation and acid indigestion often go hand in hand. Because Double-Action Phillips' is a marvelous laxative as well as an excellent antacid, it not only helps you slumber deeply the night before, but also brings gentle, effective constipation relief when morning comes. As a result, you start your day thoroughly refreshed, feeling "in the pink".

SO GENTLE FOR CHILDREN... SO THOROUGH FOR GROWNUPS

PHILLIPS'

MILK OF MAGNESIA

Liquid or Tablets

Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



Davis Returns CONTINUED



BELLHOPS SAY GOODBYE to Davis, crowding around him in the main passageway of the liner *America*. He was very popular with the crew and with



FAMILY SAY HELLO to their boy. Sister Marjorie (left) and Bandleader Meyer Davis are calm, while Mother Davis roars at press photographer's joke.



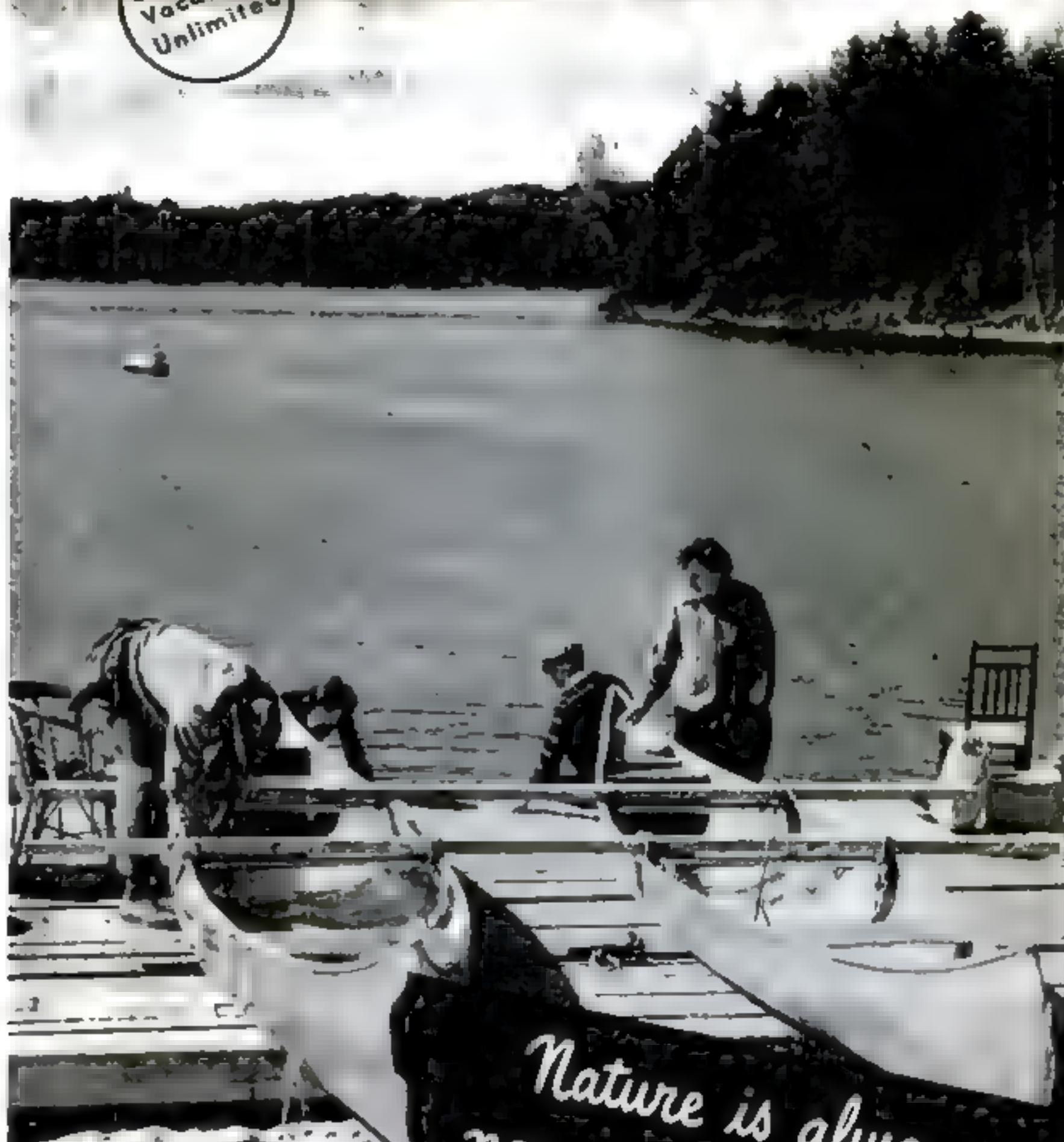
French immigrants, one of whom asked him, "Now, little one, how does it feel to be home?" At this Davis shrugged, said nothing and quietly walked away.



EMPTY BOTTLE found by customs inspectors gave world citizen Davis an opportunity to say, "It's like the world. Empty, and it's my job to fill it."

CONTINUED ON NEXT PAGE

CANADA
Vacations
Unlimited



Relax with good companions in a land of lakes. Paddle, camp, fish on an away-from-it-all vacation.

Nature is always
near in
Canada



Bring your clubs—take time out for friendly foursomes on interesting new fairways.



Record-size bluefin tuna, swordfish draw top anglers to Canada's Atlantic fishing grounds.



Home sports and handicrafts, fine china, luxury furs—shopping is an exciting adventure in Canada.

Explore reaches of evergreen wilderness, great National Parks where wild life is protected and tame. Sail, swim or battle "big 'uns" in Canada's lake country. Live in the sun at bungalow camps. Enjoy shipboard life as you sail scenic cruise-ways. Laze on ocean beaches. Ride in foothills country. Here's endless vacation variety in a land where all outdoors is at your elbow. Write for information or use the coupon below.

7 VACATION POINTERS—ALL POINTING TO CANADA IN 1950

1. New, interesting—"foreign" atmosphere.
2. A million square miles of scenic playground.
3. Friendly cities, hospitable people.
4. Friends and relatives waiting to welcome you.
5. Lots to do—sports, recreation, sight-seeing.
6. Near—easy to get to—no border "red tape".
7. Your vacation dollar buys more, goes further.

NO PASSPORT NEEDED

Canadian Government Travel Bureau
Ottawa, Canada D. Lee Dallas, Director

Please send me your illustrated book,
"CANADA, VACATIONS UNLIMITED"

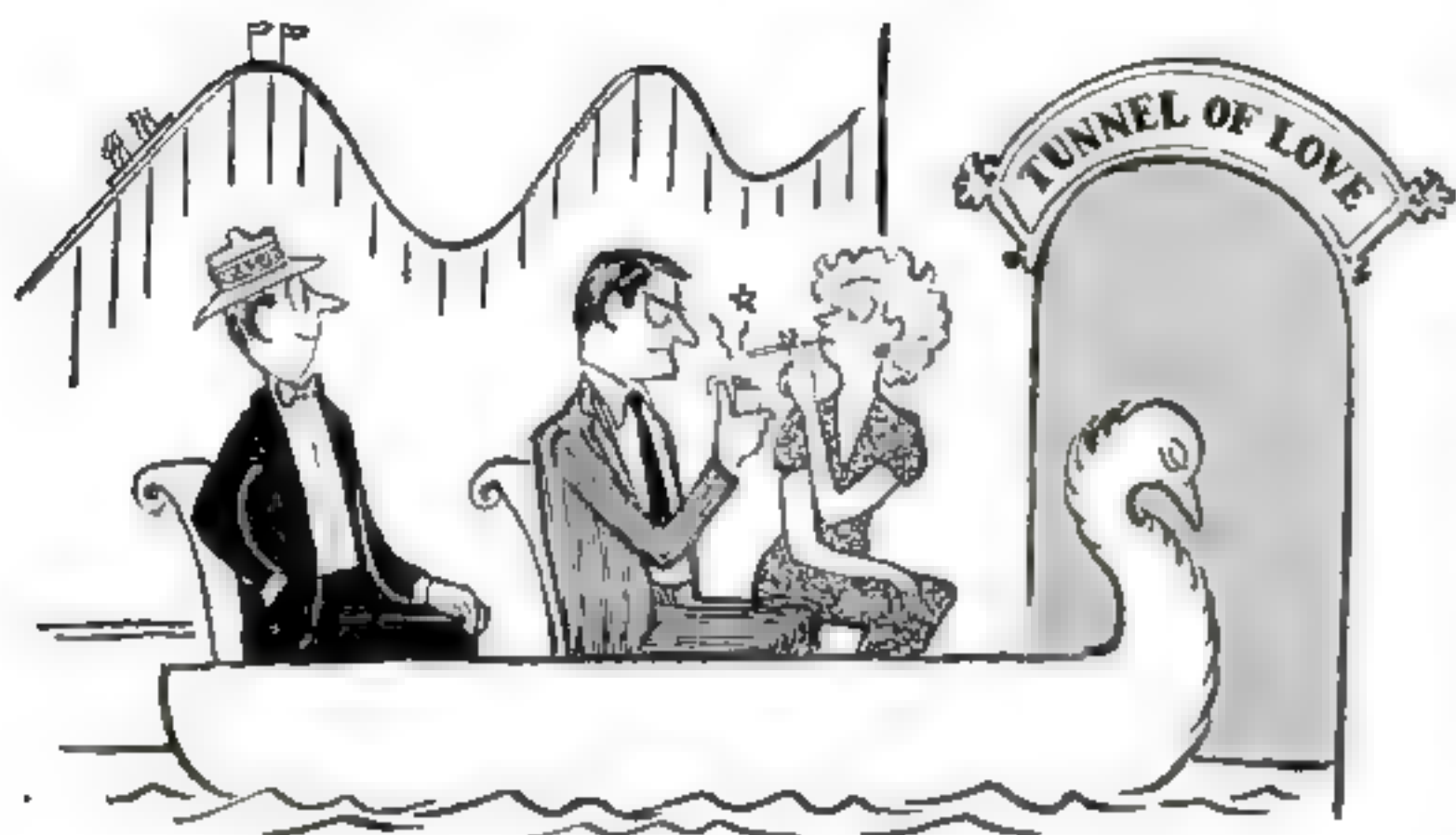
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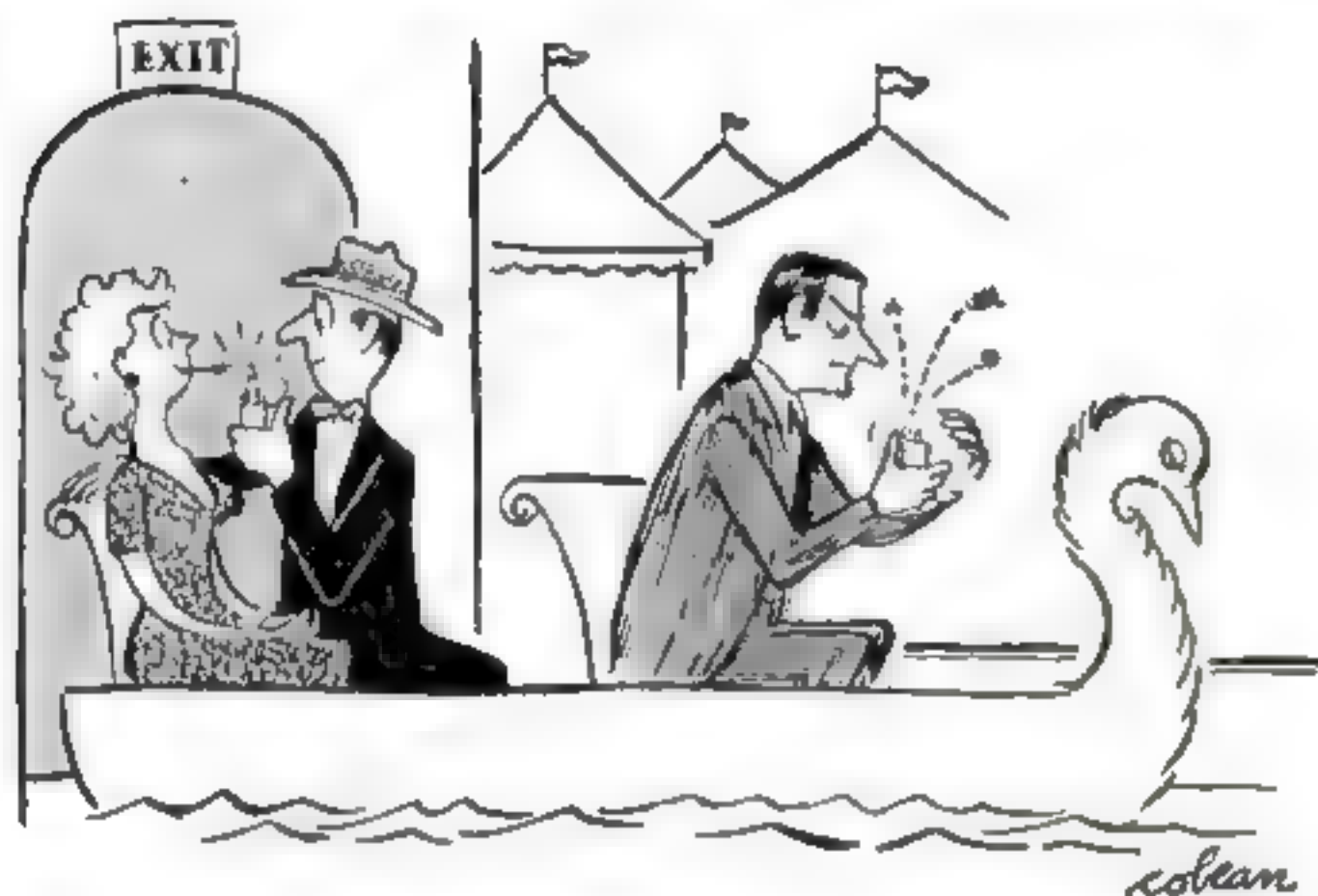
Town..... State.....
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Why ZIP, ZIP, ZIP,



when **ONE-ZIP** does it!



Get a ZIPPO

the One-Zip Windproof Lighter!



Own a Zippo. Give a Zippo. One zip and it's lit . . . even in wind or rain. See these and other Zippo Lighters at better stores everywhere...priced from \$3 to \$175.*

Make any lighter work better with Zippo Flints and Fluid.

*Plus tax on sterling silver and solid gold models only. Prices slightly higher in Canada.

Above—Brush finish chrome, \$3. In bright high-polish chrome, \$4 \$1 additional for engraved initials, signature or handwritten message. Right—Delicately executed Engine Turned design. In gleaming chrome, \$5. In rich sterling silver, \$20, plus tax \$1 additional for engraved initials. Ask your dealer or write Zippo for FREE brochure showing many other models, with prices.

ZIPPO MANUFACTURING
Zippo Mfg. Co.

©1950, Zippo Mfg. Co.



GUARANTEED!

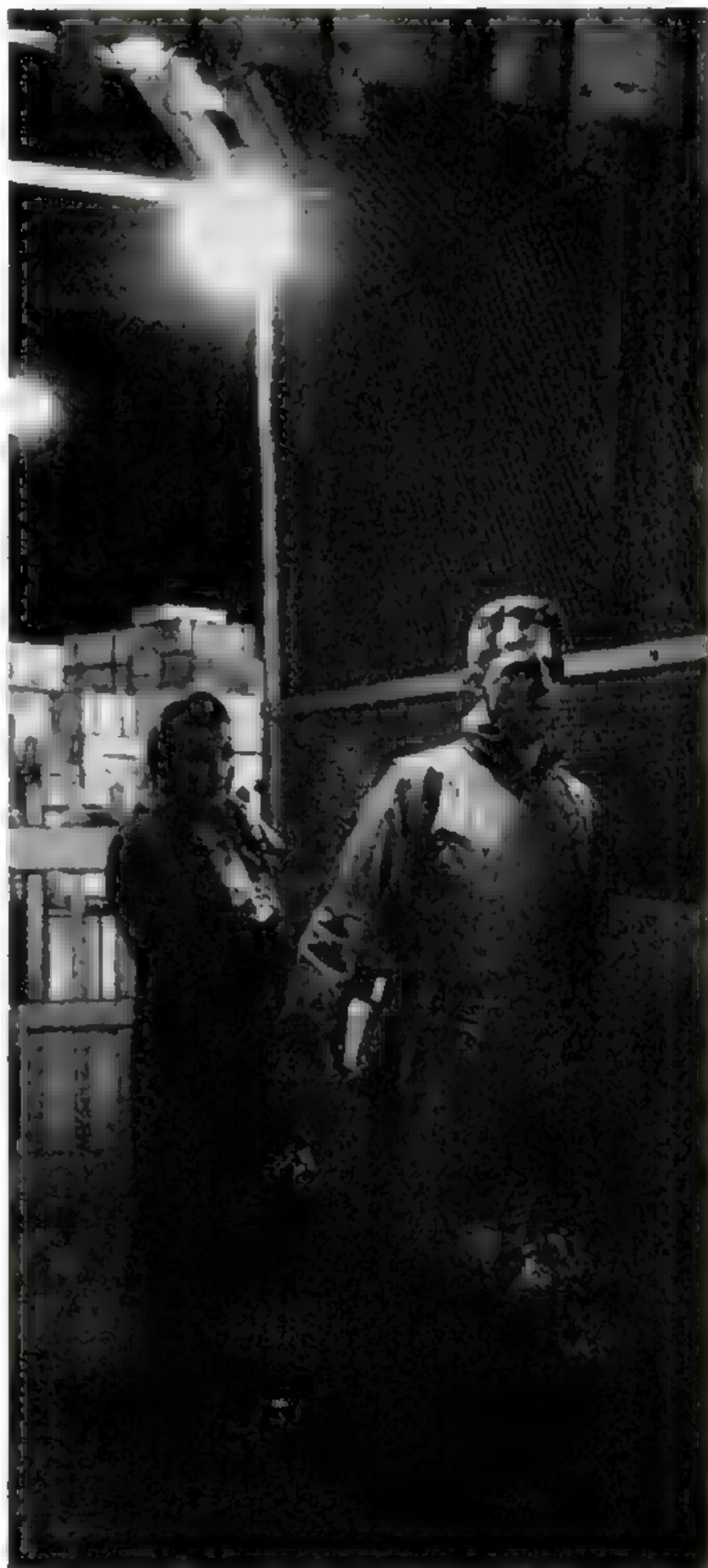
Zippo Lighters are unconditionally guaranteed...will never cost anyone a penny to repair.

COMPANY, BRADFORD, PA.
Canada, Ltd., Niagara Falls, Ont.

Davis Returns CONTINUED

THE "HARD TYPES" DETAIN HIM

In France, where he has lived since he renounced U.S. citizenship in 1947, Garry Davis was regarded with a mixture of affection and bewilderment. He was arrested for staging lie-downs in public places at least eight times but was always speedily released. Parisians understood his craving for peace, no matter what they thought of his ideas for obtaining it and his fond acceptance of the limelight—he speaks of himself in the third person, has no objection to being jailed, likes to be called "the little man." A police agent who had arrested him "four—or was it five?" times, said, "Even while I arrested him I always appreciated him. He will not enjoy being arrested by the American *gendarmes*. They are hard types over there, with no comprehension. In Paris we are more sensitive." The hard types who examine immigrants in New York were not unfriendly to Davis, however, and since his French traveling papers were in order, it seemed likely that they would soon release him.



LATE AT NIGHT, after all of the 799 passengers have been cleared except Davis, a German lady (background) and a Polish man, he starts for Ellis Island.

Such lovely things
happen to an

Angel Face

Your head's in the clouds . . . your face in a soft-sweet, velvety glow! You're *charmed* in this loveliest of new make-ups. . . Angel Face by Pond's. Not a cake make-up, not a greasy foundation — Angel Face is never drying . . . never shiny. Hides tiny complexion flaws beneath a veil of heaven-smooth color!

Complete make-up—easier to apply! Angel Face skillfully blends both foundation and powder into one *complete* make-up. Smooths on with its own downy puff! "Angel Face is so amazingly *easy*," says Mrs. H. Latrobe Roosevelt, Jr. "No greasy fingertips. No wet sponge!" And its special "cling" ingredient makes Angel Face stay on —much longer than powder!

Can't spill! "I'm completely devoted to Pond's Angel Face . . . my skin has never looked so smooth and fresh!" says Miss Marion Cleveland. "And Angel Face never spills over my handbag or me. I wouldn't go anywhere without it." Angel Face is an ideal traveler. Carry it with you *always*!



Foundation and Powder all-in-one

Miraculously quick-to-apply . . . incredibly flattering. There's *nothing* as sweet as an Angel Face! 6 angelic shades. Pond's Angel Face, complete with puff — 89¢, plus tax.

NOW IN EVERY BAG OF



ALL 9 RECIPES won with Pillsbury's Best.
They require Pillsbury's Best in your kitchen.



Jacquil Sponge Cake by Mrs. Estella Worley, Los Angeles, California. So beautiful it needs no frosting—only swirls of whipped cream for decoration.

(Recipe in every bag)



Chocolate-Crusted Pie by Mrs. Robert Monroe, Atlantic City, New Jersey. The vanilla chiffon filling is covered with whipped cream, decorated with bits of chocolate pastry.

(Recipe in every bag)



Pillsbury's \$50,000 No-Knead Water-Rising Twists, submitted by Mrs. Ralph E. Smaheld, Detroit, Michigan.

Pillsbury's \$50,000 No-Knead Water-Rising Twists

BAKE at 375° F. for 12 to 15 minutes. MAKES 2 dozen twists.

- Combine** ... $\frac{1}{2}$ cup shortening
3 tablespoons sugar
 $\frac{1}{2}$ teaspoons salt
1 teaspoon vanilla
 $\frac{1}{4}$ cup scalded milk*
- Add** ... 2 cakes compressed yeast, crumbled (or 2 packages dry granular yeast dissolved in $\frac{1}{4}$ cup lukewarm water, mix well)
- Blend in** ... $1\frac{1}{2}$ cups sifted Pillsbury's Best Enriched Flour and heat until smooth. Cover and let rest 15 min.
- Add** ... 3 eggs, one at a time, beating well after each addition
- Blend in** ... $1\frac{1}{4}$ cups sifted Pillsbury's Best Enriched Flour and mix thoroughly. The dough will be quite soft
- Let rise** ... in one of two ways. (1.) Either set covered dough in warm place (80° to 90° F.) about $\frac{1}{2}$ hour (2.) or tie dough in a tea towel, allowing ample space for dough to rise. Then place in large mixing bowl and fill with water 75° to 80° F. Let stand until dough rises to top of water, about 30 to 45 minutes. Remove from water. The dough will be soft and moist.
- Combine** ... $\frac{3}{4}$ cup chopped nuts (any kind)
 $\frac{1}{4}$ cup sugar
1 teaspoon cinnamon
- Divide** ... dough into small pieces with a tablespoon. Roll each piece in sugar-nut mixture, stretch to about 8 inch length. Twist into desired shapes. Place on greased baking sheet. Let stand for 5 minutes.
- Bake** ... in moderate oven (375° F.) for 12 to 15 minutes.

*If dry yeast is used, decrease milk to $\frac{1}{4}$ cup.

(Recipe also in every bag)

Pillsbury's BEST

ALL 9 Top PRIZE-WINNING RECIPES

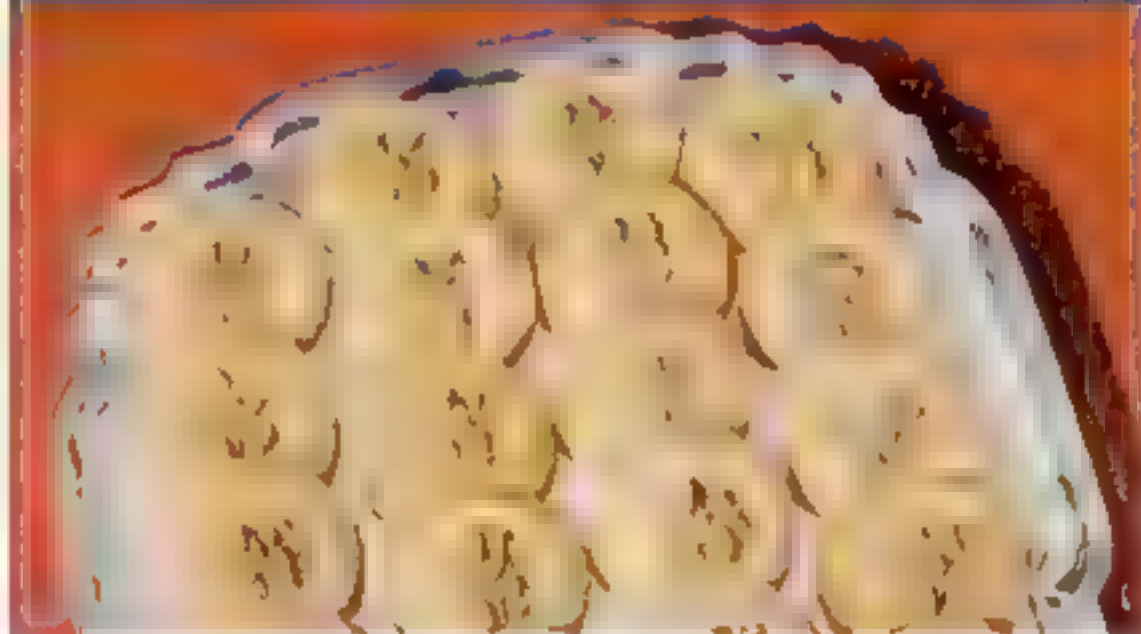
(from the 100 best)

in Pillsbury's \$100,000

GRAND NATIONAL RECIPE AND BAKING CONTEST

Adapted for your use by Ann Pillsbury

\$10,000 WINNER



Starlight Mint Surprise Cookies by Miss Laura Rott, Naperville, Ill. Wait till you taste the chocolate mint surprise that's baked right into these cookies!

(Recipe in every bag)

\$4,000 WINNER



Aunt Carrie's Bonben Cake by Mrs. R. W. Sprague, San Marino, Calif. Here is a particularly delicate and tender chocolate cake—wonderful-looking, too.

(Recipe in every bag)

At our Grand National "Bake-off" at the Waldorf-Astoria Hotel last December, I realized all over again how strong the love for good baked foods still is in this country of ours.

You may want to add some touch of your own to these nine grand-prize-winning recipes (as women do, who bake with their hearts, as well as their hands). But I know that you will find these prize recipes every bit as interesting as I did . . . and that you'll want to try them out to surprise your family and friends.

I am happy to tell you that all of these nine winning recipes now are in every sack of our Pillsbury's Best Flour. Each one was especially submitted by the contestant for use with Pillsbury's Best Flour. We have arranged these recipes for you in an easy-to-follow, step-by-step form.

Good luck and good baking!

Ann Pillsbury

Director, Pillsbury's Home Service Center

\$1,000 WINNER



Crusty Dinner Rolls by Mrs. C. Arthur Reseland, Des Moines, Iowa. They are golden brown and crisp on the outside—white and tender-textured on the inside.

(Recipe in every bag)

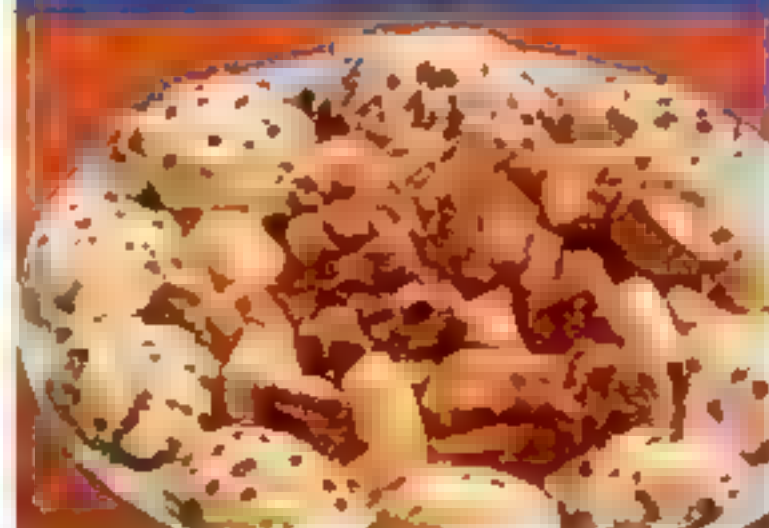
\$1,000 WINNER



Sea Foam Nut Squares by Mrs. Eddie R. Wagoner, Bryan, Texas. Delicious as sea foam divinity, with a wonderful "chewiness" all of their very own.

(Recipe in every bag)

\$1,000 WINNER



Desuville Dumplings by Mrs. Joseph F. Maley, Osborn, Ohio. A trick of seasoning and a currant "surprise" make these extra-light dumplings perfect with chicken or meat stews.

(Recipe in every bag)

\$1,000 WINNER



Mount Vernon Dessert by Mrs. Harry W. O'Donnell, Crandon, Wisconsin. Special sauce and whipped cream topping go along with this cherry dessert.

(Recipe in every bag)



Sunday Dinner Magic with a low-cost roast

pot roasted with—

POT ROAST—Hunt Style

You'll thank your lucky stars for the way Hunt's Tomato Sauce makes low-cost cuts of meat extra delicious!

It's Hunt's Kettle-simmered flavor that does the trick. All-tomato goodness—no starchy fillers! Costs just a few cents a can!

Choose the best buy in beef, according to your budget.

Get: 4 to 5 lbs. round, rump, chuck, or heel of round

Use a deep, heavy pan. Brown meat on all sides in:

$\frac{1}{4}$ cup drippings or shortening

Add: 2 medium onions, sliced
2 cans $\frac{1}{4}$ in. Tomato Sauce
2 cups water 1 tsp. salt 8 cloves
 $\frac{1}{4}$ tsp. pepper $\frac{1}{4}$ tsp. ginger

Cover tightly. Simmer over low heat 3 to 3½ hours or till tender. The liquid will be rich and savory thanks to Hunt's Tomato Sauce.

Add: 6 to 8 potatoes, pared and halved
6 to 8 carrots, halved 1 tsp. salt

Cook 30 minutes longer till tender. Then—

Get ready for joy! Your delicious roast will serve 6 to 8 hungry people. And you'll decide to always keep Hunt's Tomato Sauce on hand—for stews, meat loaf, casseroles, spaghetti, leftovers.

Get Hunt's right away. Your grocer sells it for a few cents a can!



The only
KETTLE-SIMMERED
cooking sauce

Hunt-for the best

Hunt Foods, Inc., Los Angeles, California

For breakfast or dessert...

HUNT'S HEAVENLY PEACHES





UMBRELLAS WERE PRICED FROM 1¢ TO \$1 APIECE.



STALIN BOOK ENDS COST 30¢, THIS DOLL 5¢



OLD EVENING VEST COST 25¢. LUCKILY, IT FIT



THIS ILL-FITTING HAT WENT TO BUYER FOR 60¢



ELEPHANT-FOOT UMBRELLA RACK BROUGHT \$25



FLAPPER OUTFIT FROM THE 1920s WENT FOR 75¢

WHY WOULD ANYONE WANT THIS STUFF?

The inhabitants of Pasadena prove that they will buy almost anything if it's offered to them for less

The city of Pasadena, Calif. has been holding a semiannual rummage sale of castoff items for charity for the past 35 years, and by this time the sale's organizers are pretty well hardened to the American public's insatiable lust for anything, however useless, that looks like a bargain. But they were hardly prepared for the holocaust that overtook them this spring.

They had filled the block-long city auditorium with 50,000 items, collected from Pasadena's attics and closets and cellars. There were 2,000 pairs of shoes (5¢ to \$1) and 300 men's suits (10¢ to \$5). Radios that worked were offered for \$1, ones that didn't for 20¢. There were camp chairs (35¢), umbrellas

(15¢ to \$1), two toilet seats (15¢ and 25¢), flowerpots (2¢), an Army blouse with sergeant's chevrons (15¢), a silver-plated hip flask (25¢), a papier-mâché bulldog made in Paris (\$25).

At 9 a.m. the auditorium doors were opened to a crowd that had started lining up outside two hours before. By 9:15 there were more than 4,000 in the hall, grabbing wildly. One mother of 4-year-old twins, hastily snatching two pairs of cowboy boots (25¢ and 10¢) that wouldn't fit, exclaimed: "At that price, who cares? They can grow into them." In this spirit the crowd swept through the hall like locusts to produce the results shown on the next page.

It Costs More

BECAUSE

It's Worth More!

Durkee's FAMOUS DRESSING COSTS A FEW CENTS MORE—But...

Durkee's is the original tangy dressing and meat sauce. It is not mild, not bland, but has a flavor you can really taste. It costs more because it is made from fresh eggs and other expensive ingredients... aged and blended by a secret formula.



Rummage Sale CONTINUED



JUST BEFORE DOORS WERE OPENED AT 9 A.M., SALESPeOPLE IN DRESS SECTION MAKE LAST-MINUTE PREPARATIONS



ONLY HALF HOUR AFTER OPENING THE PLACE IS JAMMED AND THE RACKS OF DRESSES HAVE SUFFERED SEVERE INROADS



AT 3:15 THE HALL IS BARE EXCEPT FOR COUPLE OF DRESSES. 10,000 PEOPLE HAD COME, \$7,000 BEEN RAISED FOR CHARITY



MEET THE **CONKLINS**

...another "Mutual
Benefit Life Family"
**BUILDING FUTURE
SECURITY FROM
EARNINGS**

Dr. and Mrs. Richard K. Conklin—"Rink" and "June" to their friends in Burlington, Vermont—are both college graduates and intend to send Carol Ann and Nancy June through college too. Dentists don't often get rich in New England towns, but Dr. Conklin knows exactly how his family's future financial needs are going to be met. A little book told him.

"HOW WE GOT THAT wonderful feeling of **SECURITY**"

SAYS DR. CONKLIN, "We thought we were providing for the future. But we had no definite, organized plan. Mutual Benefit Life's little book taught us the easiest, most certain way to build security. It showed us how to arrange our present savings, insurance and other assets, to provide much better for the future. Now we have a real plan, well within our means. We know just what we need, *when* we will need it—and *how* we'll get it."

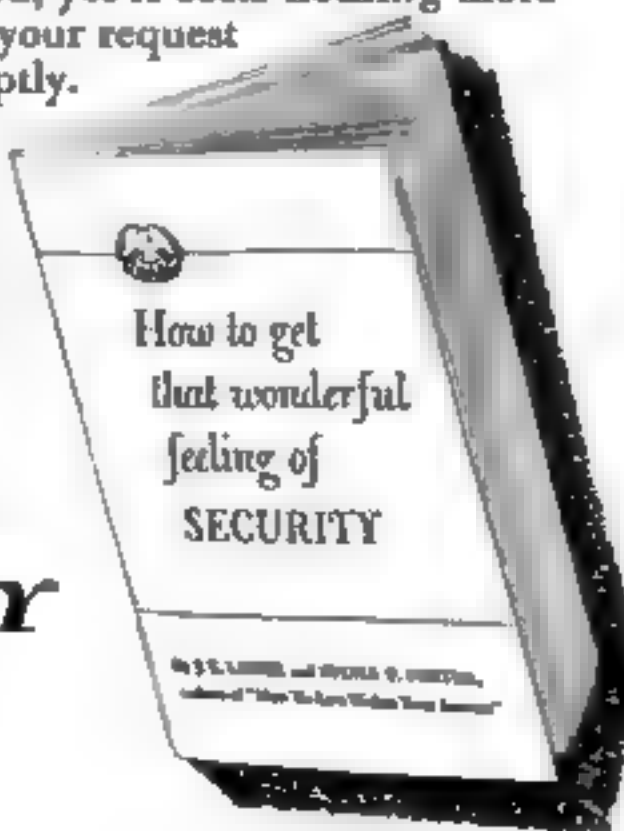
The Conklins are one of thousands of families who have found a smoother road to security with the help of this booklet by J. K. Lasser and Sylvia Porter, famous authorities on family finances.

It is based on nation-wide studies, over many

years, of family money-management—and shows you the way other families, much like your own, have successfully solved their problems of providing for future security.

This fund of actual experience can be worth hundreds of dollars to you, yet it costs nothing more than the 3c stamp on your request—if you send it promptly.

Has helped thousands
Offered free, as a public
service, this booklet can help
you as it has many others.
Mail coupon for your copy.



Send for the FREE book that tells you:

- How much your Social Security is worth
- Which savings bonds are best for you
- How to plan for a successful retirement
- What your minimum savings account should be
- How to assure your children's education
- How to eliminate mortgage worries
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- How to evaluate your present assets
- When to use annuities

Public Services Division
The Mutual Benefit Life Insurance Company
Newark 1, N. J.

Without cost or obligation please mail me the book
"How to Get That Wonderful Feeling of Security."

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THE MUTUAL BENEFIT LIFE INSURANCE COMPANY

ORGANIZED IN 1845  NEWARK, NEW JERSEY



buy two suits . . . get four suit changes! Double your wardrobe—and your dollars—via Sacony coordinated suits. They're style-planned and color-related so that jackets switch easily, becomingly.

Sacony suits of Palm Beach

THE ONLY WOMEN'S SUITS OF PALM BEACH*



NOW! petite AND $\frac{1}{2}$ sizes IN MANY OF THE NEW STYLES

There's exciting news in your favored-above-all summer suits. A cooler, peachskin touch to famous Palm Beach cloth. And a softer nuance to the flawless Sacony tailoring, shown here in the 3-button tailleur and the slant-pocket suit. In misses' and petite sizes.

22.50 — it's a wonderful buy!

No mail orders, please! Watch your newspapers for local store announcements. Write for **FREE** illustrated "Folio of Fashion" to Sacony, Dept. P-9, College Point, N. Y.

*PALM BEACH T. M. REG. BY GOODALL-SANFORD, INC.



Rummage Sale CONTINUED



WICKER CHAIR is carried out by purchaser, who paid 40¢ for it. One of sale's real bargains was six 100-pound sacks of coal (right) at 25¢ a sack



RELIEVED CUSTOMER, Ted Broadhead, emerges with purchase. He had given elephant foot to sale, then found he hated losing it, bought it back for \$20

**2 GREAT COMPANIES
JOIN FORCES
FOR YOUR COMFORT**



Englander
AMERICA'S MOST LUXURIOUS MATTRESS

GOODYEAR
THE GREATEST NAME IN RUBBER

The New Sleep!



AN

Airfoam
MATTRESS

- NON-ALLERGIC, DUSTLESS
- COOL SLEEPING
- ALWAYS OODLESS
- NEVER NEEDS TURNING
- HELPS PREVENT STRAINS, ACHES
- NEVER SAGS OR LUMPS



Also available in wood case style

All the proof you need. Just press down on Airfoam. Feel how it molds itself to your hand, responds with a buoyant "uplift."

No other foundation looks like this. Joined only through the middle by flexible steel bands, each spring in the upper half is free to adjust individually to every move. Lower part acts as a unit, supports body in the manner doctors recommend.



...at a new low price
with a 20-YEAR guarantee!

Now you can get
an Englander Mattress
of Goodyear's Airfoam for **\$59.75**

Think how it's going to feel! You float off to sleep on a foamy puff of millions of tiny air cells. Aches and strains and the cares of the day disappear. You wake up and life is wonderful. And all at this new low price because Englander and Goodyear pooled their forces. It's the new sleep. It's Airfoam. How soon are you going to have it?

When used with Englander's
special Red-Line* Foundation,
whole unit guaranteed for 20 years

No ordinary box spring will do for Airfoam. To insure the full comfort and long life built into the mattress, a special foundation had to be designed—Englander's Red-Line. So scientifically is it matched to the Airfoam mattress that mattress and foundation are guaranteed for 20 years against any defects in material or workmanship when used together.

Both for the price
of a conventional
mattress and box spring **\$119.50**

Other Englander Red-Line mattresses and box springs
(both twin and full size) from \$39.75 to \$79.75.

Only Englander makes an Airfoam Mattress

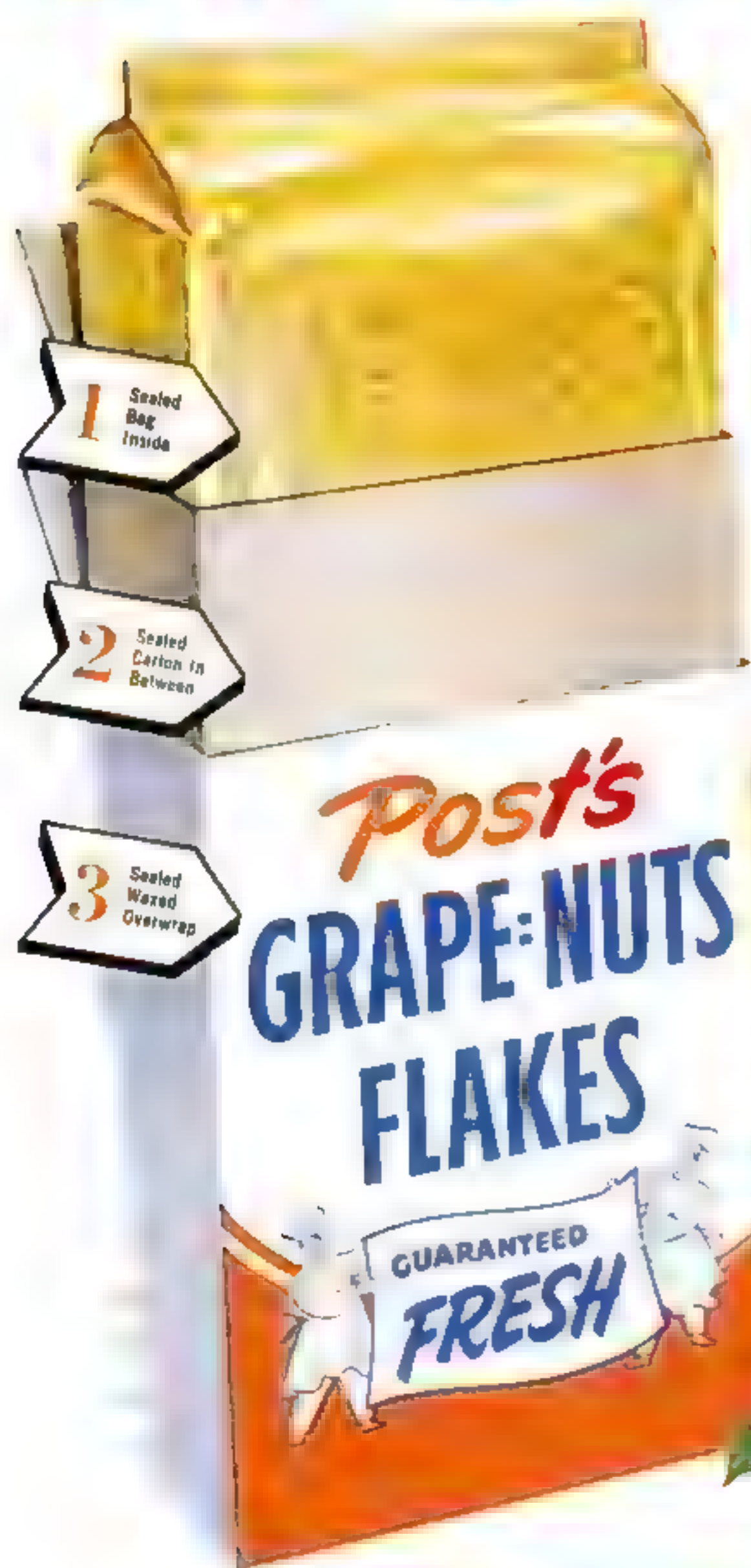
*TM The Englander Company, Inc.

*TM The Goodyear Tire & Rubber Company

© 1950, The Englander Company, Inc., Chicago, Illinois

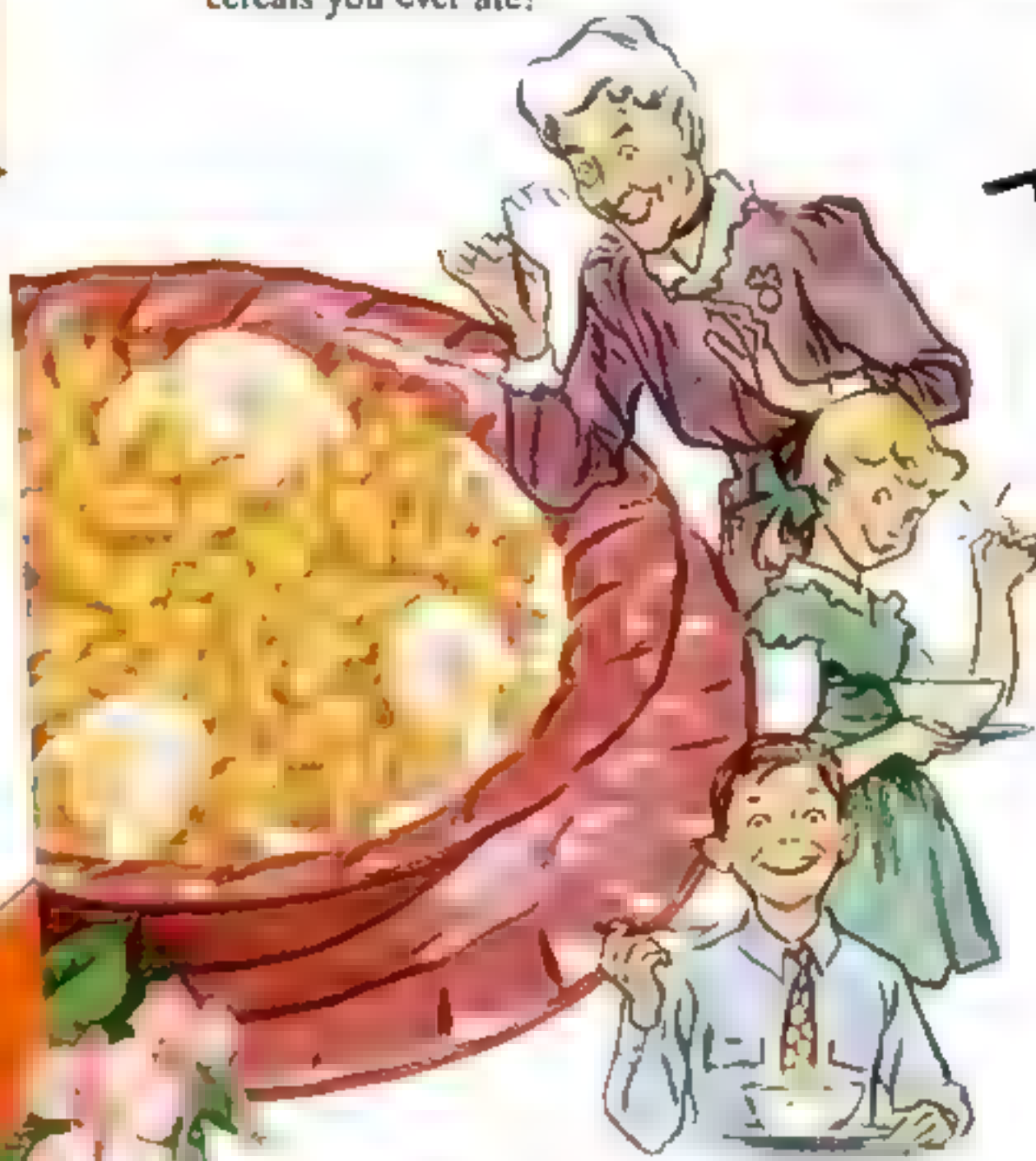


Now **Post** Brings You Cereals **GUARANTEED FRESH!**



*New "TRIP-L-WRAP" Package
means Fresher, Better Cereals!*

IMAGINE! You can now buy cereals which come to you crisp, fresh, and grand...almost as if they had just popped out of the oven! They're Post Cereals, of course, in the new Trip-L-Wrap "Keep Fresh" Package that just won't let staleness in! Put Post Cereals on your shopping list today. Compare them all with the rest. Triple your money back if they're not as fresh as any cereals you ever ate!



They LOOK Fresh!
Golden-brown flakes so bright and perky... just to see them is to know they're fresh!

They FEEL Fresh!
They've got to be fresh to be so crisp... and they're so delicate they melt in your mouth!

They TASTE Fresh!
Mmm! It's unmistakable... that certain mouth-watering flavor that always goes with freshness!



Products of General Foods



WHILE SECRET POLICE HUNT HER HUSBAND, MAGDA (PATRICIA NEWAY, CENTER) AND HER MOTHER-IN-LAW REFUSE TO TELL HE IS HIDING IN LOFT (CENTER, TOP)

THE CONSUL

Composer of "The Medium" writes Broadway hit opera about a woman trapped by heartless bureaucracy

For the first time in Broadway history a full-length opera, unadorned by any jazzed-up show tunes, has become a smash hit. This new work is *The Consul* and was written by 38-year-old Gian-Carlo Menotti whose *The Medium*, though not a full-length work, was a surprise hit in 1947.

The Consul takes place "somewhere in Europe." A humble workman, John Sorel, and his wife Magda are fighting against sinister fascist influences. Hounded by secret police, John is forced to flee alone to a freer country. Then Magda begins her agonizing attempts, sitting day after day in a consul's

office, to obtain a visa so she and her baby can join her husband. Like a nightmare victim, Magda is finally trapped by red tape and human indifference.

Menotti is one of few composers to write both libretto and music of his operas and also direct them. Though his music in *The Consul* is not unfailingly distinguished, it unfailingly packs an emotional wallop, especially when sung by Patricia Neway as Magda. Menotti's success has already encouraged the opera's producers to plan a U.S. lyric theater where similar works like *Porgy and Bess*, *Street Scene* and *Carousel* can be performed in repertory.

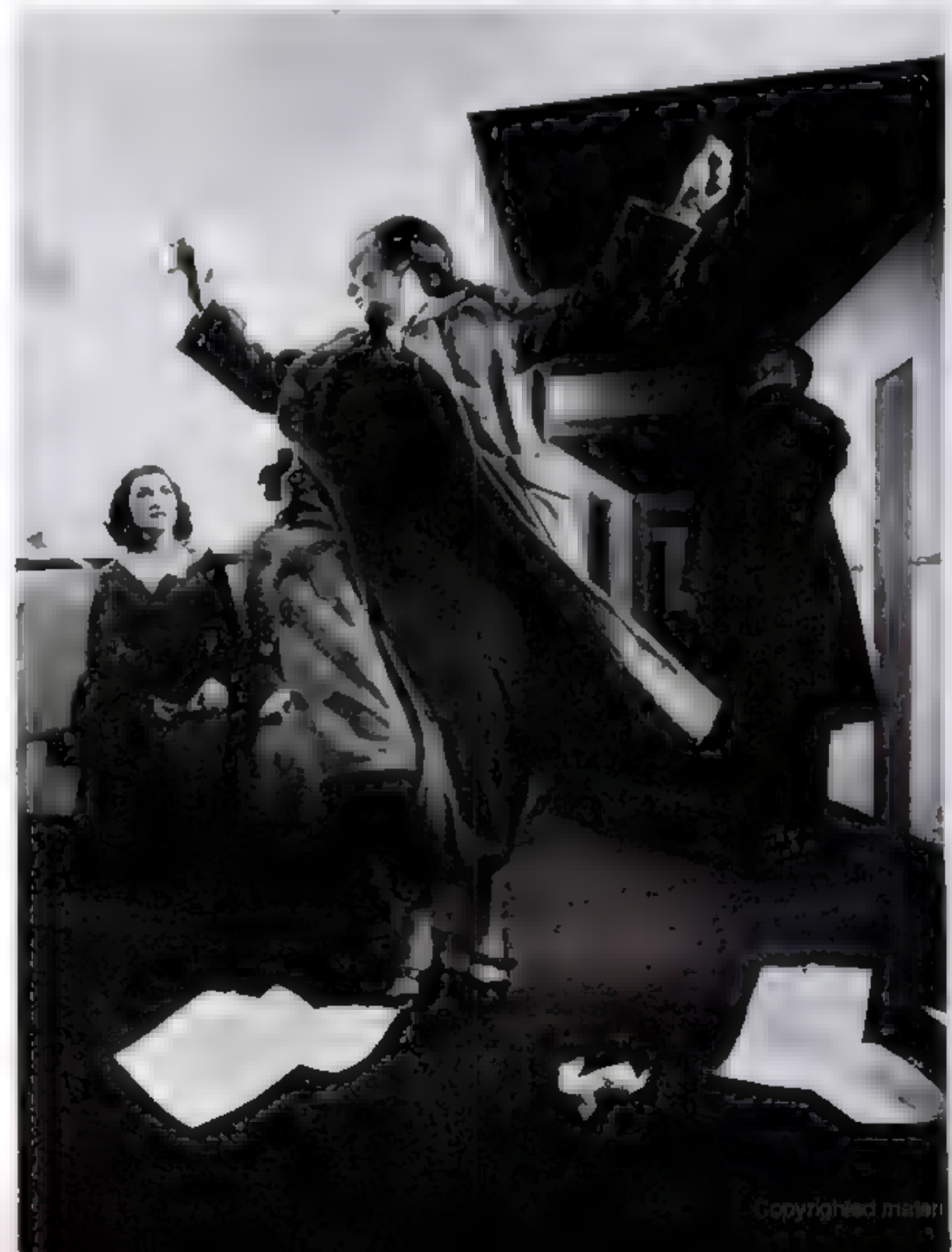


IN CONSUL'S ANTEROOM A MAGICIAN RELIEVES THE ANGUISH OF PEOPLE WAITING TO SEE THE CONSUL BY HYPNOTIZING THEM SO THEY IMAGINE THEY ARE DANCING

IN SHABBY APARTMENT Magda's mother-in-law (Marie Powers) sings lullaby to make dying baby smile. "Let the old ones watch your sleep. Only death will watch the old."



IN A FURY, after waiting endlessly, Magda tears up the senseless papers she was told to sign. In despair she finally learns that the consul is in league with the secret police.





AT A BALL. MEANWHILE HE DOES TRICKS FOR THE CONSUL'S SECRETARY

IN HER DYING DREAMS, as she commits suicide in gas-filled room, Magda (rear) joins her husband, his mother and the consulate people in a death dance.



VEILED LOVELINESS

Shoes by Caprio
Hat by Sally Victor



Just as a fine veil flatters
your face, so does the
veiled loveliness of Berkshire's
exclusive Nylace stockings
beautify your legs with a
subtle, dull flattery . . . and
they cannot run!

sheer, sheer

Berkshire

Nylace Stockings

Nylace Reg. U. S. Pat. Off. © 1966, Berkshire Knitting Mills



MRS. LEON MANDEL,
Cuban-born beauty, prominent in the international set



HARRY CONOVER,
head of the famous Conover Model Agency



JULIE WILSON,
lovely singing star of stage and radio



DAN SEYMOUR,
well-known Master of Ceremonies of radio and television programs



DOROTHY KILGALLEN,
noted columnist and "Dorothy" of radio's "Dorothy and Dick"



ELLIOT LAWRENCE,
whose orchestra is the new favorite of the young crowd

America's "Best-Dressed"

praise ELGIN styling!



"The new Elgins . . . they're beautiful, beautiful!"

Carole Mandel

"Best-looking models I've ever seen."

Harry Conover

"The style applause for Elgin is certainly deserved."

Julie Wilson

"'Distinguished' is my word for their styling."

Dan Seymour

"Such good taste and fashion-correctness!"

Dorothy Kilgallen

"Young people will go for Elgin's youthful designs."

Elliot Lawrence

Made in America
by American Craftsmen

Lord and Lady Elgins are priced from \$67.50 to \$5,000. Elgin DeLuxe from \$45.00 to \$67.50. Other Elgins as low as \$29.75, including the Federal Tax.



*Made of "Militar" metal. Patent pending

Extra pride of possession for every new Elgin owner! Extra pride for everyone who gives an Elgin! Elgins are styled by Henslee—styled with such distinction that they are worn and praised by America's "best-dressed" men and women!

And the thrill of owning an Elgin is much deeper than beautiful styling. There's that extra measure of dependability—such notable technical advances as the DuraPower Mainspring. This is the most dependable power for accurate timekeeping ever put into a watch!

More satisfaction . . . more value for your money when you buy an Elgin! The proof is at your jeweler's. Choose now from his wide selection of the beautiful new Elgin Watches.

Only an
ELGIN has the
DuraPower Mainspring

ELIMINATES 99% OF ALL REPAIRS
DUE TO STEEL MAINSPRING FAILURES

Spring in the Desert



WILD FLOWERS HAVE THEIR BRIEF BUT GAUDY FLING

PHOTOGRAPHED FOR LIFE
BY ANDREAS FEININGER

To most of the land, spring comes softly and gives way in less than a flash to the fullness of summer. But in the deserts of the American Southwest, spring comes suddenly, stays briefly and gives way quickly to summer's hot, bright domination. While it lasts, however, spring is more spectacular and flamboyant in the desert than it is anywhere else.

In the short periods of March and April rainfall, wild flower seeds which have lain dormant in the desert for 11 months germinate, and the white primroses

(above), lavender verbenas and orange poppies burst by the million out of the finely sifted sand dunes. In the bright midday light of the desert sun the display of colors is sometimes so intense and concentrated that it hurts the eyes. The brilliant season is short, for the flowers must bloom and seed quickly before the plants are shriveled and burned by the dry winds. After only a few days of life the flowers die abruptly and the desert, as if embarrassed by its springtime extravagance, returns to a sober mood for another year.

CONTINUED ON NEXT PAGE



GIANT SAGUARO CACTUS towers above silver-tipped cholla cacti, low yellow-
flowered creosote bushes and a few low-flowered creosote bushes (left). Later the saguaro will bear

white blossoms. Unlike willflowers, the cacti are not governed in blooming time
by the capricious desert rain because they have water stored in stems and trunks.



A DEVIL'S GARDEN is what Southwesterners call the little clumps of flowering plants that grow at the foot of desert hills, where water gashes out of canyons.

Here are the tall ocotillo, with flaming red clusters at the tip of their spikelike stems, the pink blossomed beaver tail cacti (*right foreground*), the yellow encinas.

CONTINUED ON NEXT PAGE



A DISPLAY OF DESERT GRANDEUR is given by lavender verbenas which carpet the floor of the Borrego desert in Southern California. The yellow flowers

peeping out here and there are desert sunflowers. The tall green shrubs are creosote bushes whose name comes from the arid odor they gave off after a rain.



The verbena leaves are varnished and gummy, which enables plant to survive the heat longer than most other wildflowers. Some of them are pollinated by the wind,

but generally the more brilliant ones are fertilized by the visit of desert insects. In the Borrego desert a few different kinds of wildflowers bloom at the same time,

CONTINUED ON NEXT PAGE



ENGELMANN'S HEDGEHOG, found in the central part of Arizona, has vivid, waxy blossoms and an oval shaped red fruit which is very sweet and tastes some-

thing like strawberries. The Pima Indians extract the oily seeds and grind them into a meal used to make flat cakes resembling the Mexicans' cornmeal tortillas.



BARREL CACTUS, which gets its name from its squat, round shape, has yellow flowers and 2-inch-long yellowish fruit. When all of the blossoms are open

they form a bright circlet around the top of the barrelhead. The spongy interior of the barrel is cooked by the natives of the Southwest to make cactus candy.



CLARET CUP HEDGEHOG, which grows at a higher elevation than most other cacti, is found in southern and eastern Arizona. It is one of few cacti with blossoms

that last more than two days. Its blooms, which are the color of claret wine on the inside, may survive as long as five days and five nights. Its purplish fruits are edible.

CONTINUED ON NEXT PAGE



CORAL SNAKE is, like the desert itself, both beautiful and deadly. A relative of the cobra, it has venom that is so poisonous that it may cause death in a few

minutes. But when the coral snake drapes its striped body across bleached cow bones under the bright sun, it is as beautiful as the desert's flowers—and as deadly.

"Here comes the Bride"



She's Katherine Ellison. He's George J. Yundt, Jr. Both of Atlanta, Georgia. "Kappy's my dream-girl come true," says George. She's a peaches 'n' cream girl—so-o-o Woodbury lovely!



Beauty queen and queenly bride—that's Kappy. Admiring attendants arrange her soft, white veil...her soft, white skin has been cared for with mild Woodbury since Kappy's kindergarten days.



Bridesmaids beg for Kappy's bouquet. Flower-fresh skin like hers is theirs for the asking! She says, "I keep my skin soft the skin-smoothing Woodbury way!" Woodbury has a beauty-cream ingredient.



Partners on the Piedmont Driving Club court. "Woodbury 'n' me, in this case," laughs Kappy. "A girl's skin has to look smooth under the sun as well as the stars." Yes, Woodbury helps you score, girls.

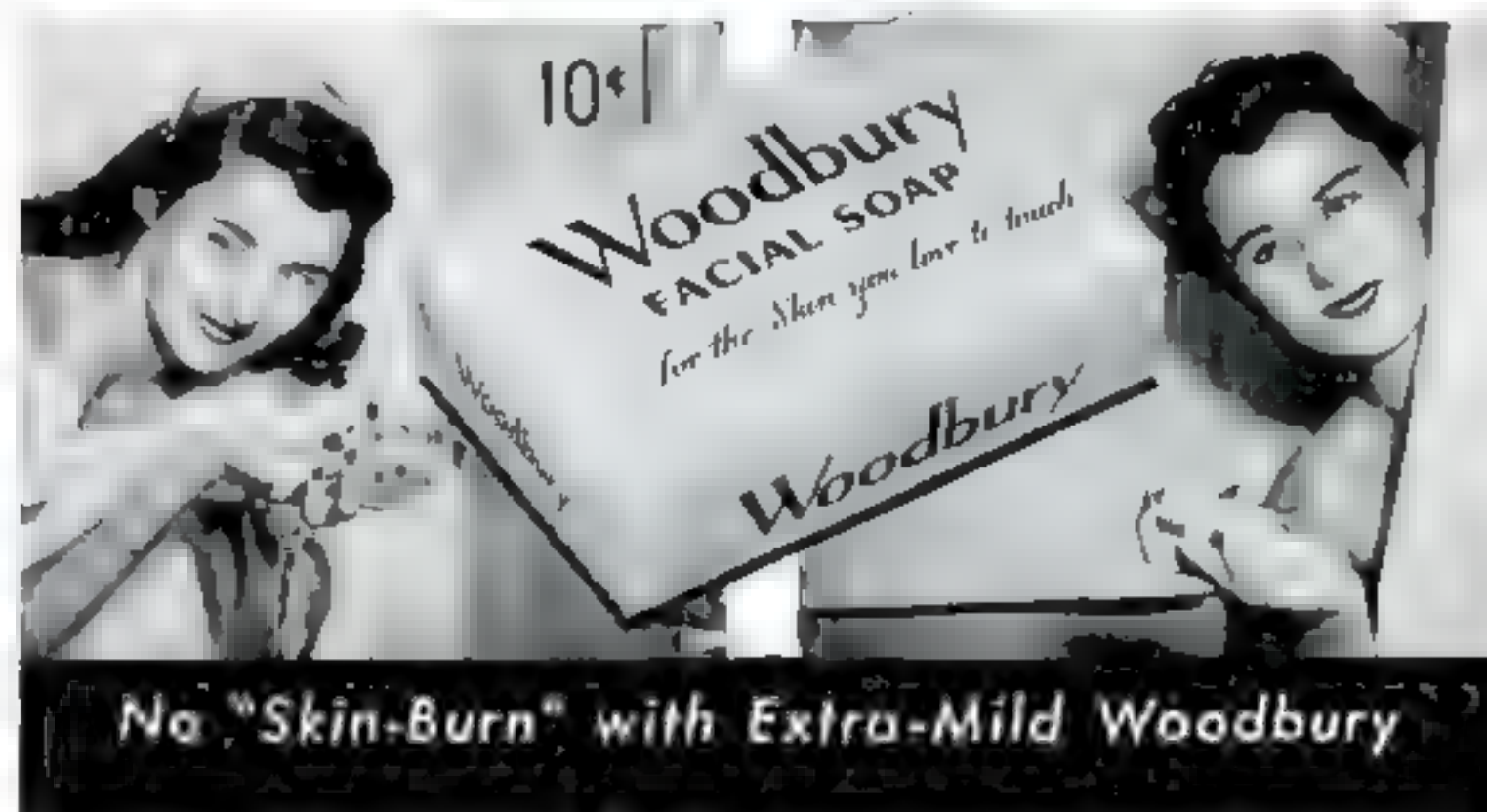
Another Woodbury Deb Marries



"Wot'll it be," asks the little waiter at Aunt Fanny's Cabin. "Just more time to spend with the lovehest girl in the world," George counters. Kappy keeps her skin bewitching with Woodbury.



"M-m-m looks good!" says Kappy. "M-m-m looks better," answers George. And with all that Woodbury de-licious sweetness beside him—he doesn't mean food.



No "Skin-Burn" with Extra-Mild Woodbury

"My facial cocktail—to tone up skin," says Kappy. "First, a lather massage—then, rinse warm, rinsecold. Skin'ssatiny!"

Now! Woodbury comes in two sizes! Bath-size and facial! Big new Woodbury's bath-perfection.

"Take bath-size Woodbury to the tub. Woodbury's skin-smoothing beauty lather means no 'skin-burn'."



"Mirror, mirror on the wall—
I wear the whitest shirts of all!"

"My love, I love
to hear you croon
Since our new Bendix
changed your tune!"

White Collar Job

**Thrifty Dynasurge washing uses less soap, less water—
yet brings everything out sparkling clean and sweet!**

What wonderful washing results the new Bendix gives you!

Gentle Bendix tumble-action has been improved by the Dynasurge cylinder. Now thousands of jets of hot sudsy water rain on every load—penetrate every fold and fiber—chase every bit of dirt out, as the cylinder revolves.

And never was a washer so economical! Both the new Bendix Gyramatic and DeLuxe feature the exclu-

sive "Water Rationer"—the "eye" that meters your hot water to the size of the load. You use less soap—you save every time you do a wash!

New, greater washers at new low prices—now at your Bendix dealer's. Come in and see the only automatic washers with a background of nearly 2,000,000 owners, and a 13-year record of trouble-free service. The new Bendix Gyramatic and the new Bendix DeLuxe are the finest washers Bendix ever made.

BE SURE OF 4 THINGS BEFORE YOU BUY YOUR AUTOMATIC WASHER!



1. The finest washing results. The new "Dynasurge" cylinder in the Bendix Gyramatic and DeLuxe washers takes care of that. Clothes are washed, triple-rinsed and damp-dried automatically.



2. Soap and water economy. Unlike ordinary washers which must submerge the clothes, Bendix "Tumble-Action" dunks the clothes, hundreds of times in and out of a small amount of soap and water. And the new Bendix "Water Rationer" makes it even more economical than before.



3. Trouble-free performance. The Bendix was the first automatic washer of all. It's the only one backed by a 13 year record of trouble-free service. With nearly 2,000,000 owners it's the most-wanted washer in the world.



4. Low price. The new low prices on Bendix washers... as much as \$50 under other makes... are made possible only by experience and mass production know-how. There are no finer washers at any price!



5. SENSATIONAL NEW BENDIX ECONOMATI ONLY \$189.95! It's the world's fastest-selling automatic washer... the first one every family can afford. Its secret is the amazing, flexible Wondertub which makes possible wonderful washing results without costly, complicated parts. No wringer. No spinner. No bolting in place.

Bendix Home Appliances, Inc.
South Bend, Indiana





THIRSTY DOLL sucks milk through a straw after its stomach is first compressed to create suction. Doll also drinks, wets and blows soap bubbles from a pipe.

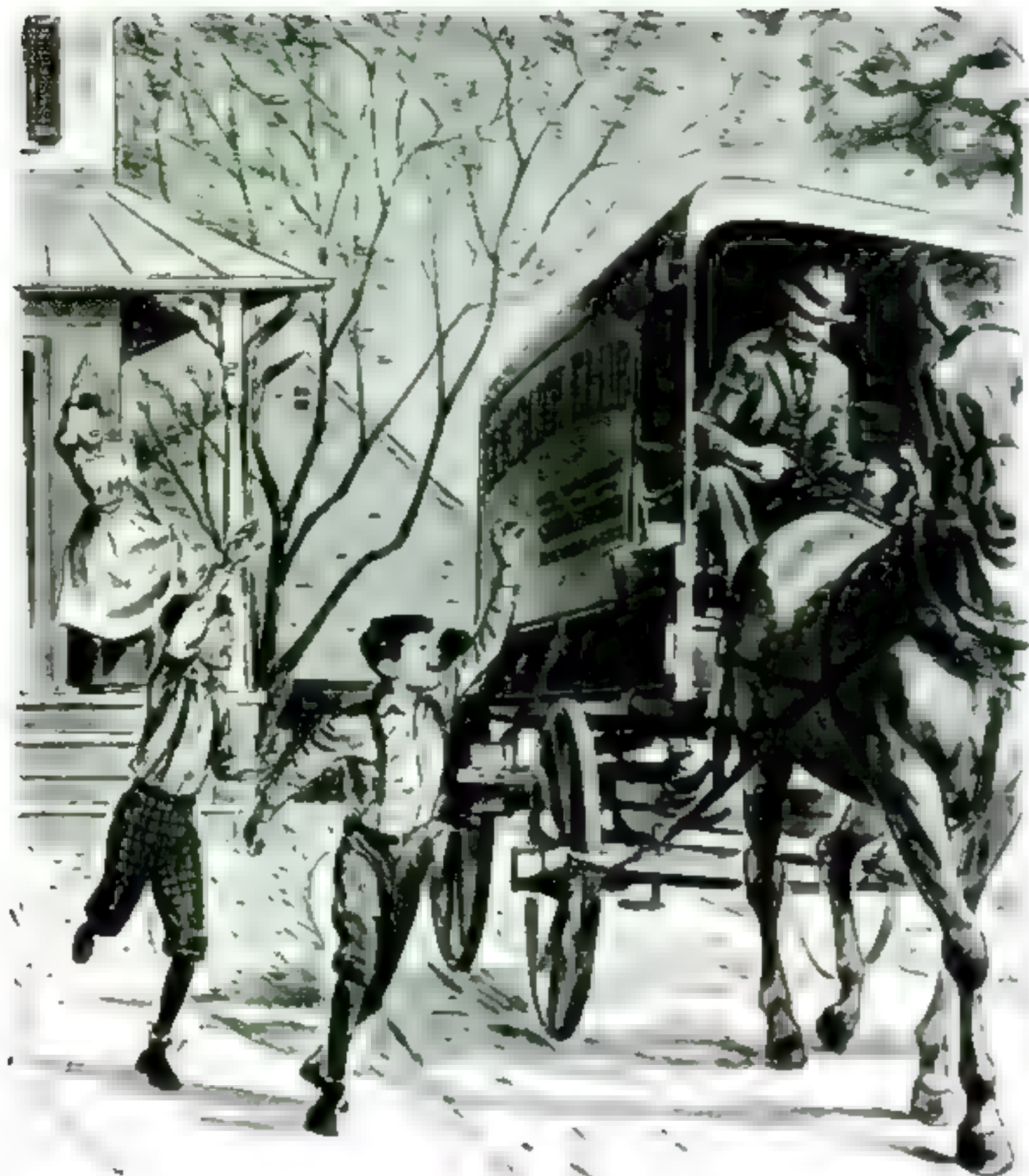
CHRISTMAS PREVIEW

Toy makers offer heart-beat dolls and atomic energy

Last month groups of hard-headed businessmen gathered solemnly in New York to weigh the merits of dolls that suck liquids against dolls with detectable heart beats. This was the 47th annual toy fair and 11,000 buyers (a record) jammed in to preview what they could order for next Christmas. They found some prices slightly down, manufacturing ingenuity sharply up. As usual the increasingly realistic doll had been carried to new extremes of human verisimilitude. Hopalong Cassidy's influence had reached roller skates (they have spurs) and bicycles (six-gun holsters attached). Most exciting of all was probably A. C. Gilbert's Atomic Energy Lab which at \$42.50 includes a genuine Geiger counter, spinthariscopes and Wilson cloud chamber (*next page*) and promises the Saturday-movie-matinee set 146 experiments in real atomic energy. By fair's end it appeared this year would top last year's record \$300 million in toy purchases, a happy omen for 7 a.m., Dec. 25, 1950.



EMOTIONAL DOLL has flexible skin, permitting change of expression and a cry ranging from whimper to scream. It also has scientifically accurate heart beat (120 a minute).



1893—when one delivery wagon supplied Clicquot Club to the folks who lived near Millis, Mass.

They listened for hoofbeats on the Dedham road

The youngsters who waited eagerly for the Clicquot Club sales-wagon back in the early nineties are grandparents today. They have seen how this famous flavor...so deliciously new in their youth...has spread all over America. First in old New England...then across the nation and both great oceans to the Old World and the Orient. The rich, ripe, mellow goodness of Clicquot Club Ginger Ale today as yesterday touches the top of taste perfection because it is *flavor-aged*. Its gay, sparkling bubbles last longer because of ice-cold carbonation.



GINGER ALE • SPARKLING WATER

Try these and other Clicquot Club flavors. They're delicious!

ORANGE COLA ROOT BEER GRAPE

Christmas Preview CONTINUED

BUT IT CAN'T MAKE ATOM BOMBS



GEIGER COUNTER with earphones in the Atomic Energy Lab is sensitive enough to detect the radioactivity of a watch dial's luminous paint. Nuclear models and samples of radioactive substances are supplied as well as an electroscope to measure radiation. However, the set will not make an atomic bomb.



WILSON CLOUD CHAMBER enables pint-sized Oppenheimers to trace the paths of 10,000-miles-per-second alpha particles (*flashes, above*) through water-alcohol vapor. Instruction book for the Atomic Energy Lab was written by a former head of the nuclear physics branch of the Office of Naval Research.

Treet is the meat for a nourishing breakfast!

A Nourishing Breakfast makes you feel better, work better, think better.

Meat is one of the most nourishing foods—rich in the protein, vitamins and minerals you need. And Treet is *two* of the most nourishing meats—tender pork shoulder and sugar-cured ham, blended the special Armour way that makes Treet taste especially good. So inexpensive, too.

You've probably enjoyed Treet for lunch and dinner lots of times. Now, serve it for breakfast this quick and easy way suggested by Marie Gifford, Armour's famous home economist: Cut contents of one can of Treet into several slices. (Armour's exclusive middle-of-tin opener brings Treet out whole—ready for easy slicing.) Fry slices for 3 minutes (that's 1½ minutes on each side) and serve with butter-poached eggs on toast—to satisfy a "man-size" appetite!



NEW! Middle-of-the-tin opener!
Only Armour has it!



More than 25 different Pantry-Shelf Meals come from the famous Armour Kitchens. Fine Armour meats, cook-book recipes and home-like cooking care make them taste just like your own good cooking. Take home several kinds next time you go to the store. Join the millions of women who save millions of hours with delicious Armour Pantry-Shelf Meals.

Tune in STARS OVER HOLLYWOOD—CBS Saturdays

ARMOUR Pantry-Shelf Meals



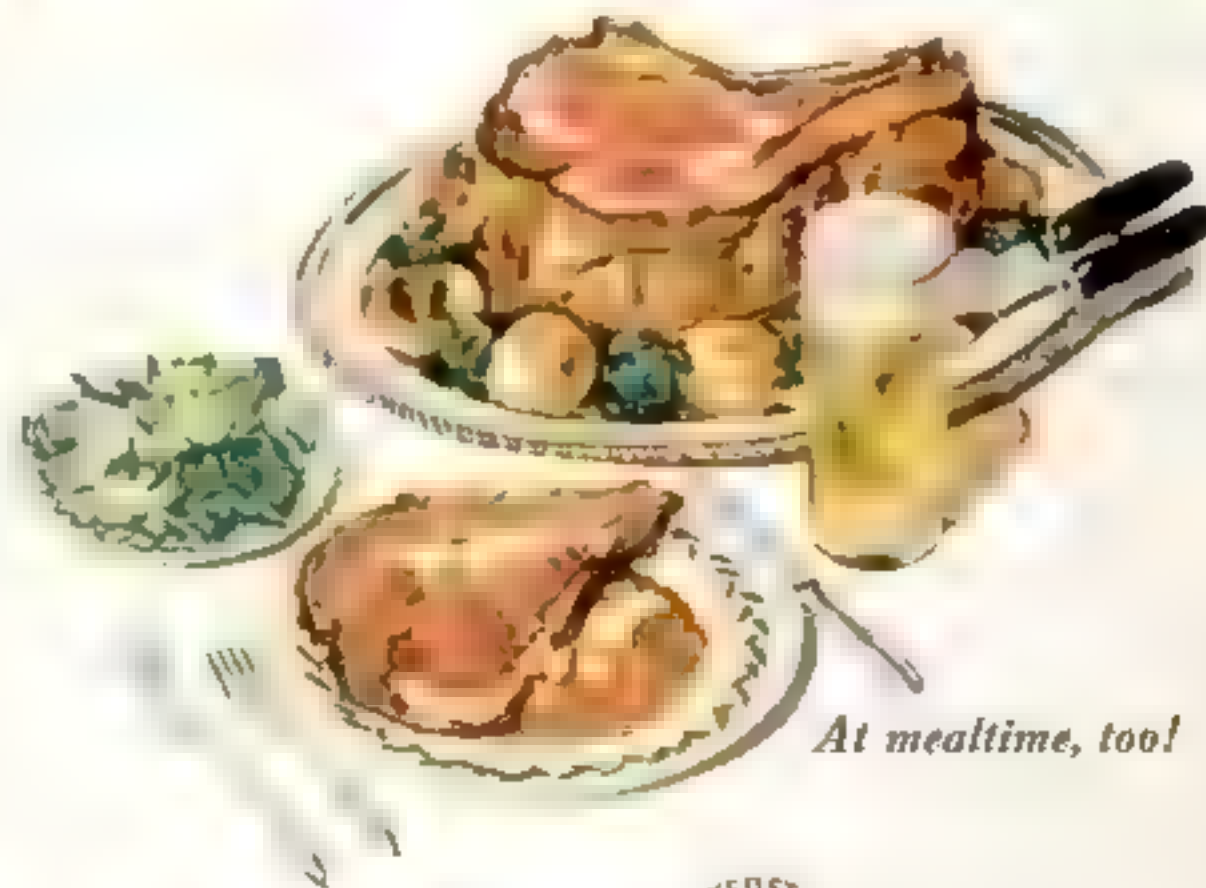


"Rehearsing The Community Play," by John Gurnam, Number 41 in the series "Home Life in America."

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



At mealtime, too!

AMERICA'S BEVERAGE OF MODERATION





GIRL, 12, WHOSE CHART IS IN BACKGROUND, PONDS QUESTION OF PSYCHIATRIST O. B. MARKEY, WHO PROBES EMOTIONAL UPSET THAT HAS SLOWED HER GROWTH



GRID CREATOR, Pediatrician Norman C. Wetzel, studied higher math, worked 14 years to develop chart.

HOW CHILDREN SHOULD GROW

Grid discards "average size," charts progress of seven body types

For several generations, parents and pediatricians have felt that a child, to be physically normal, had to conform to an ideal weight and height—one that supposedly represented an average for youngsters of the same age and sex. But some time ago Dr. Norman C. Wetzel of Cleveland began to think it meaningless to strike an average for children of basically different body sizes and shapes. He worked out a gridlike chart which described seven normal hereditary types of body shape, from obese to skinny, and mapped what he calls "physique channels" (pp. 80, 81) for each type.

So long as a growing child advances steadily in his own channel, his weight and height are considered normal. But when a periodic physical examination shows that he is veering out of his own channel, growth trouble is indicated. This may be caused by glandular disturbance, serious malnutrition or the early stages of a disease like tuberculosis or diabetes. Dr. Wetzel's grid now is in widespread use as a sort of alarm box for many physical defects. Recently it has been used to prove for the first time that normal physical growth can actually be retarded by emotional disturbance.

Every meal a party!
 Use **LIBBEY'S** practical
 stemware, practically priced. Two
 enchanting new designs, correct in both
 modern or traditional settings.

Guaranteed rims: ("If the rim of a
 'Safedge' glass chips, we'll replace it.")
 For brides...Heaven-sent!



"Stardust"
 set of 4 of a kind,
 boxed, \$1.50

Slightly higher
 in the South and West

"Crystal Garland"
 set of 4 of a kind, boxed, \$2.50

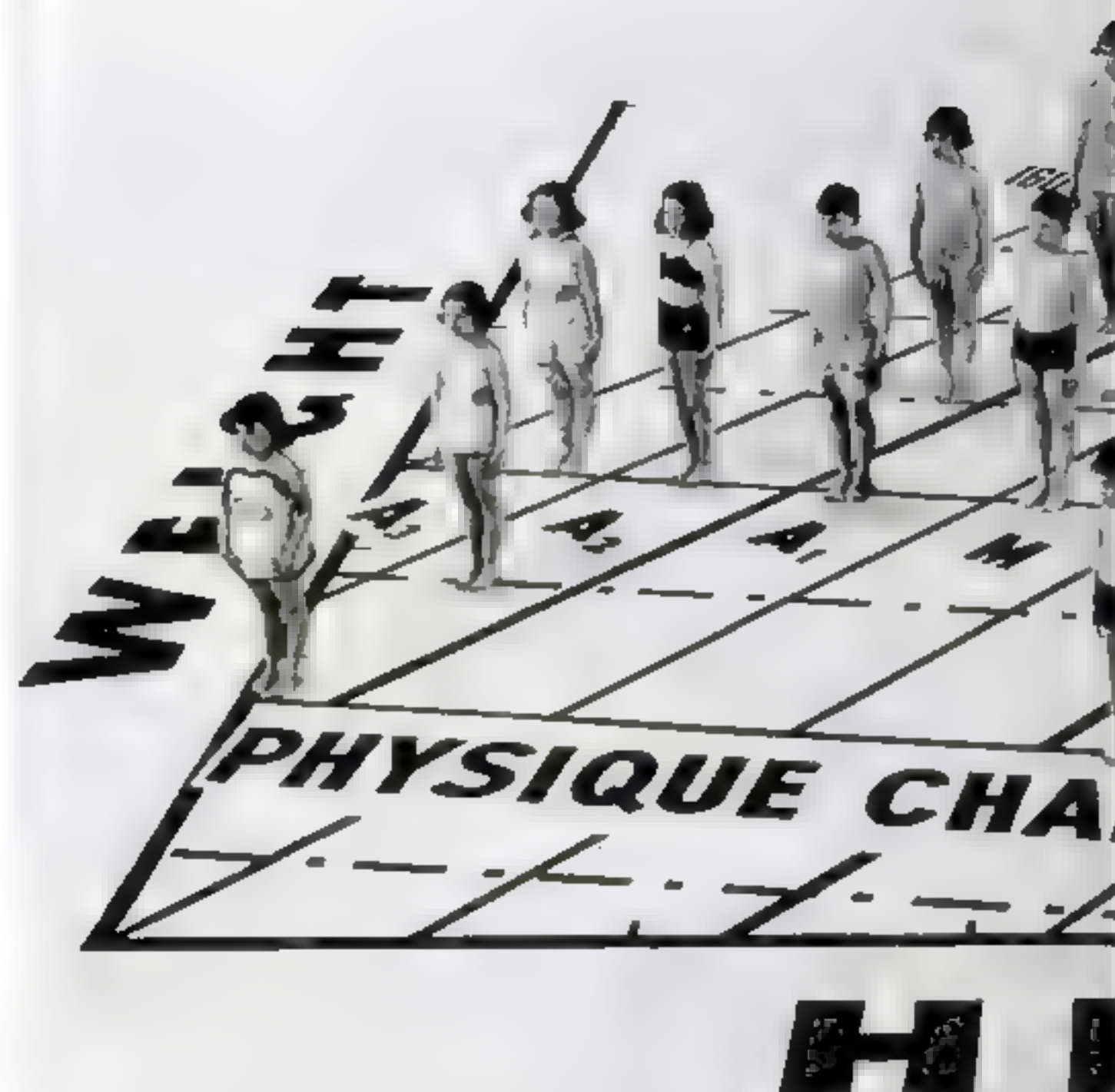
Slightly higher in the South and West

LIBBEY GLASS

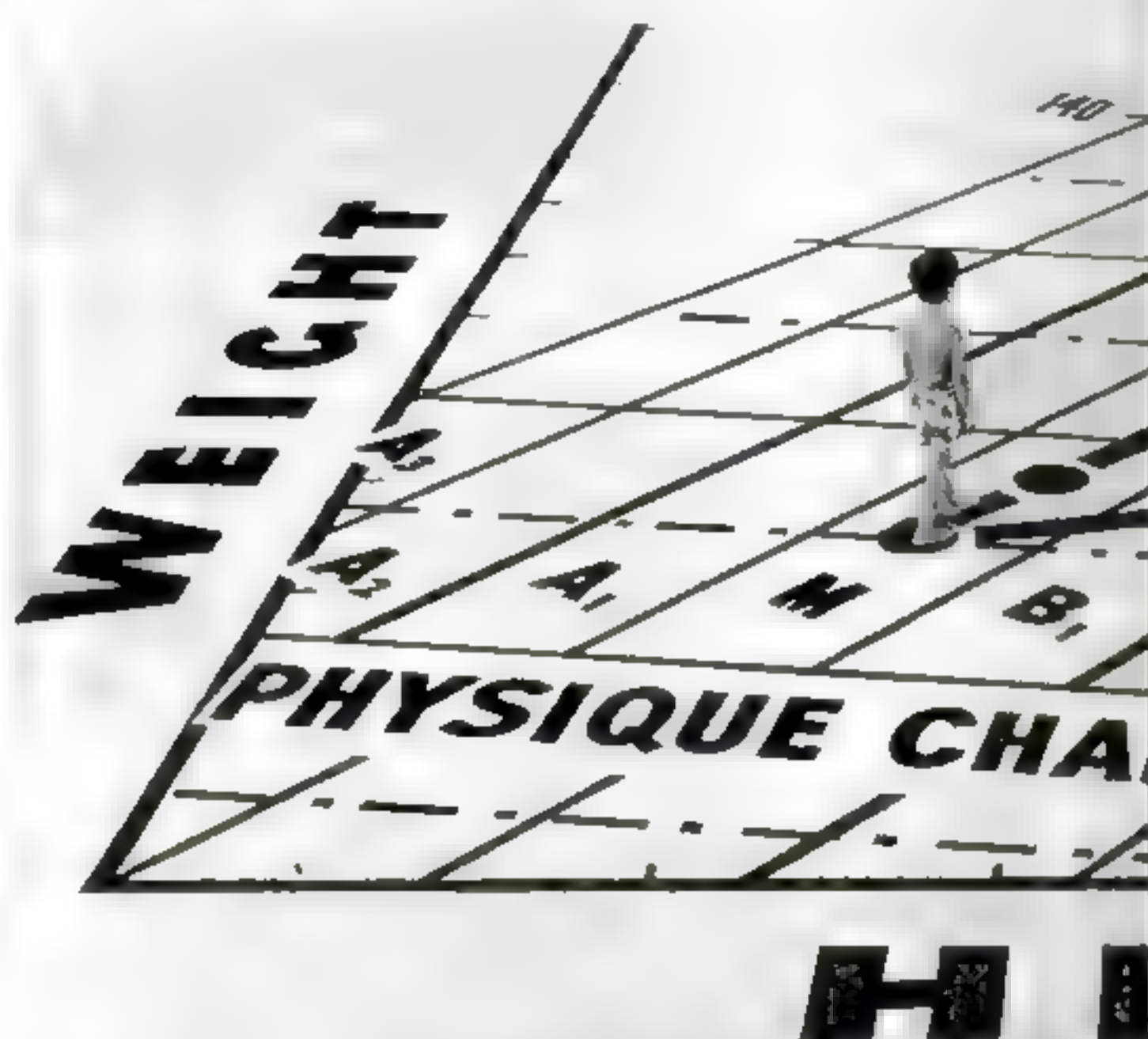


Copyright, 1950, Libbey Glass, Division of the Owens-Illinois Glass Company, Toledo 1, Ohio

Child Growth CONTINUED



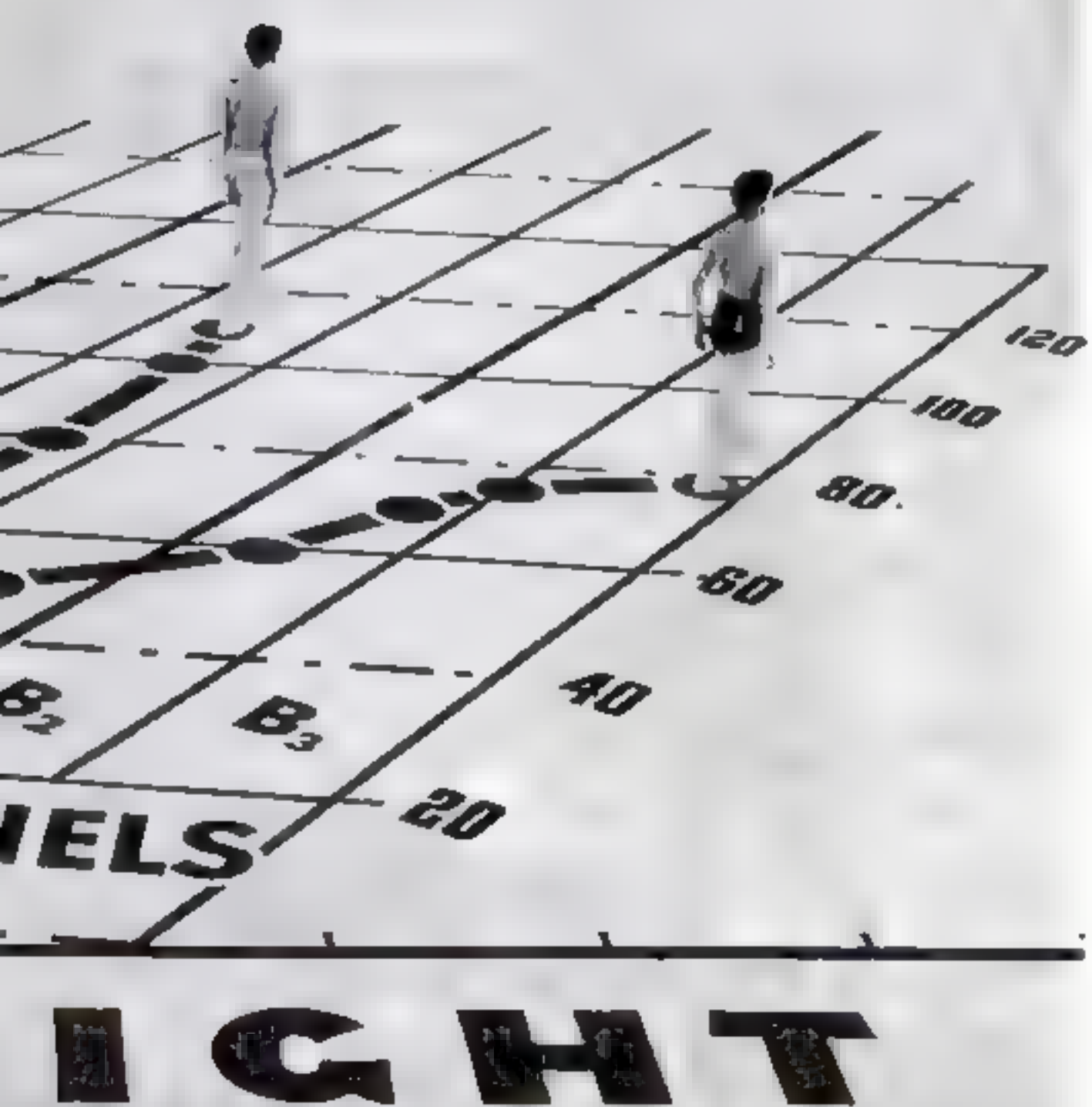
NORMAL GROWTH is illustrated by 21 children, from 5 to 17 years of age, who stand on an enlarged replica of Wetzel grid. In addition to standard considerations of height and weight, this growth chart takes into account two new factors, body shape and size. The seven vertical physique channels represent



DEVIATION FROM NORMAL GROWTH is represented in this charting of the contrasting development of the two boys at right. Several years ago both were at the same physical stage in channel M where the small boy at left now stands. One boy continued growing at a normal rate straight up his hereditary



different, normal body shapes from obese (A-3) through medium build (M) to very thin (B-3). Horizontal lanes represent body size, which is determined by calculating total skin surface. Normal children stay in their own physique channels, advance one square every 20 months, indicated by figures at right.



physique channel. During same period the other boy veered far from his original channel into the very thin group (B-3) and now is smaller and thinner than his healthier friend. Actual Wetzels grids are printed on 9x12 file cards and can be easily and accurately kept up to date by any doctor or school nurse.

CONTINUED ON NEXT PAGE

"That Formfit Look"

YOURS—A Sweetheart of a Figure
THE EXCLUSIVE FORMFIT WAY

Fresh figure beauty for you, regardless of your previous foundation disappointments. That's what the right Life Foundation can mean. It is the only foundation combining in one piece these three exclusive wonder-working features: **EXACT FIGURE FIT**—Formfit designers work from live models of every figure type to assure you an exact fit. **FREE-ACTION COMFORT**—Formfit's exclusive comfort cut allows free play with your every movement. **TAILORED-IN CONTROL**—Formfit's own special tailoring keeps bust high and young, with real separation...hips slimmer, smoother. *That's the exclusive Formfit Way!* Be fitted and see what it can do for you. At better stores everywhere.

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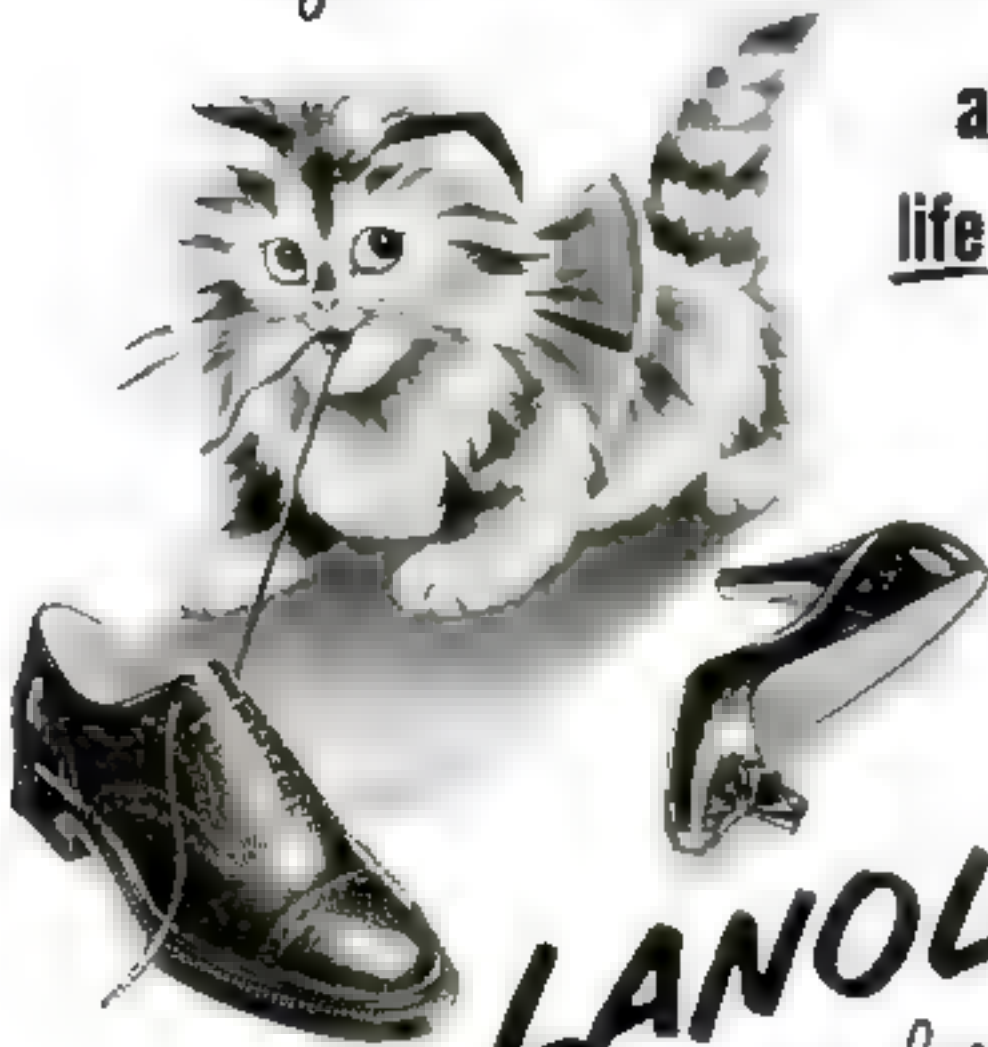
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Watch "BLIND DATE" on TELEVISION—featuring ARLENE FRANCIS

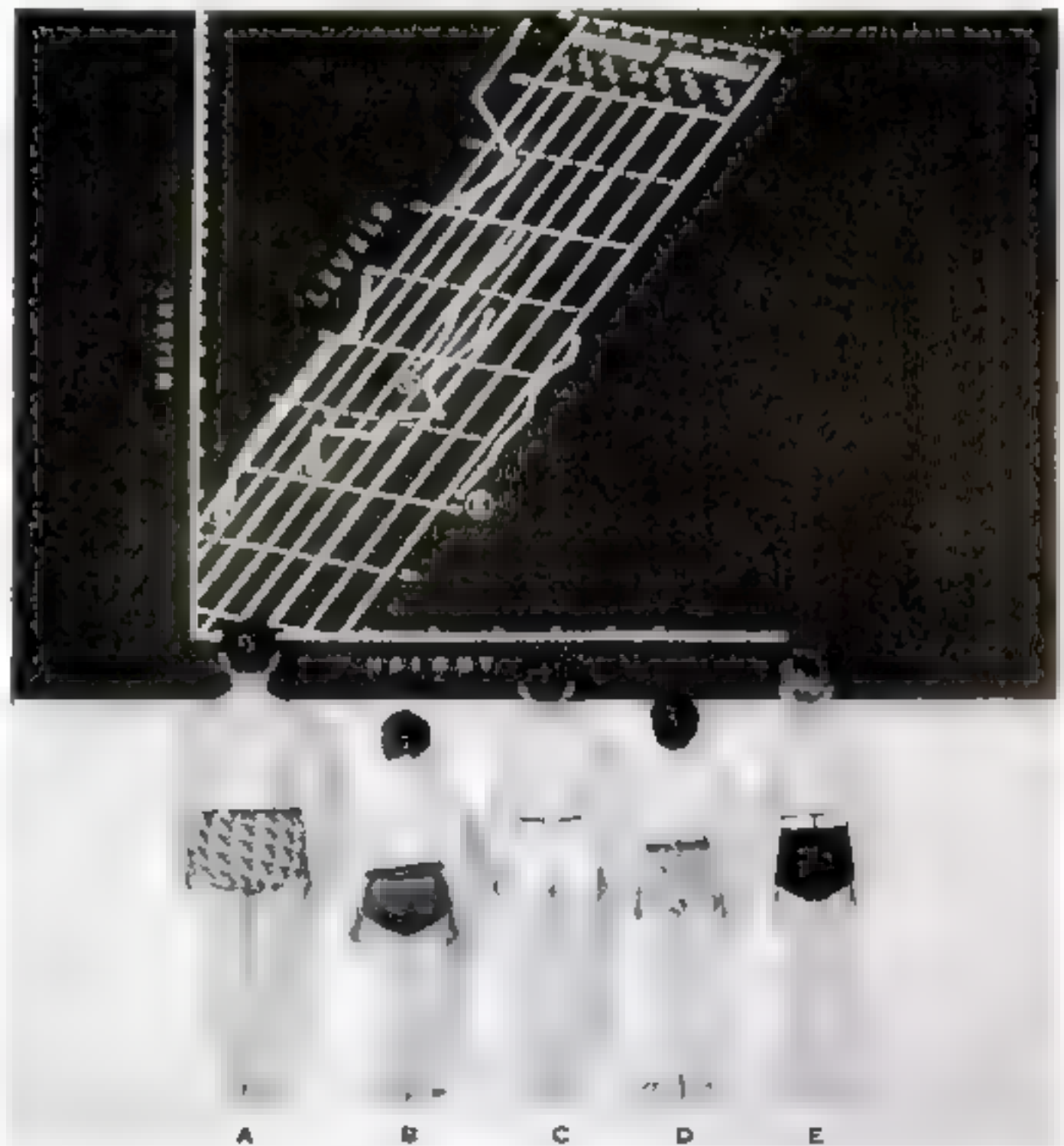
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ATHLETES are characterized by specific body types. Shot-putters fall into stocky A-3 group, lanky cross-country runners are near other extreme, B-2. This picture and those on pages 80, 81 were taken at Lomond School, Cleveland.



POLE CLIMBERS, all at the same stage of total body size but in different channels of body shape, demonstrate physical performance typical of each channel. The girls in this picture are pupils at Cleveland's Paul Revere School.



ABNORMAL GROWTH is apparent in four of boys above, A, B, D and E. Boy in center is normal; his growth pattern always stays in own channel (C). These boys and the girl on page 79 stay at Bellefaire Children's Home, Cleveland.

No medical war weapons

from

Old Gold...

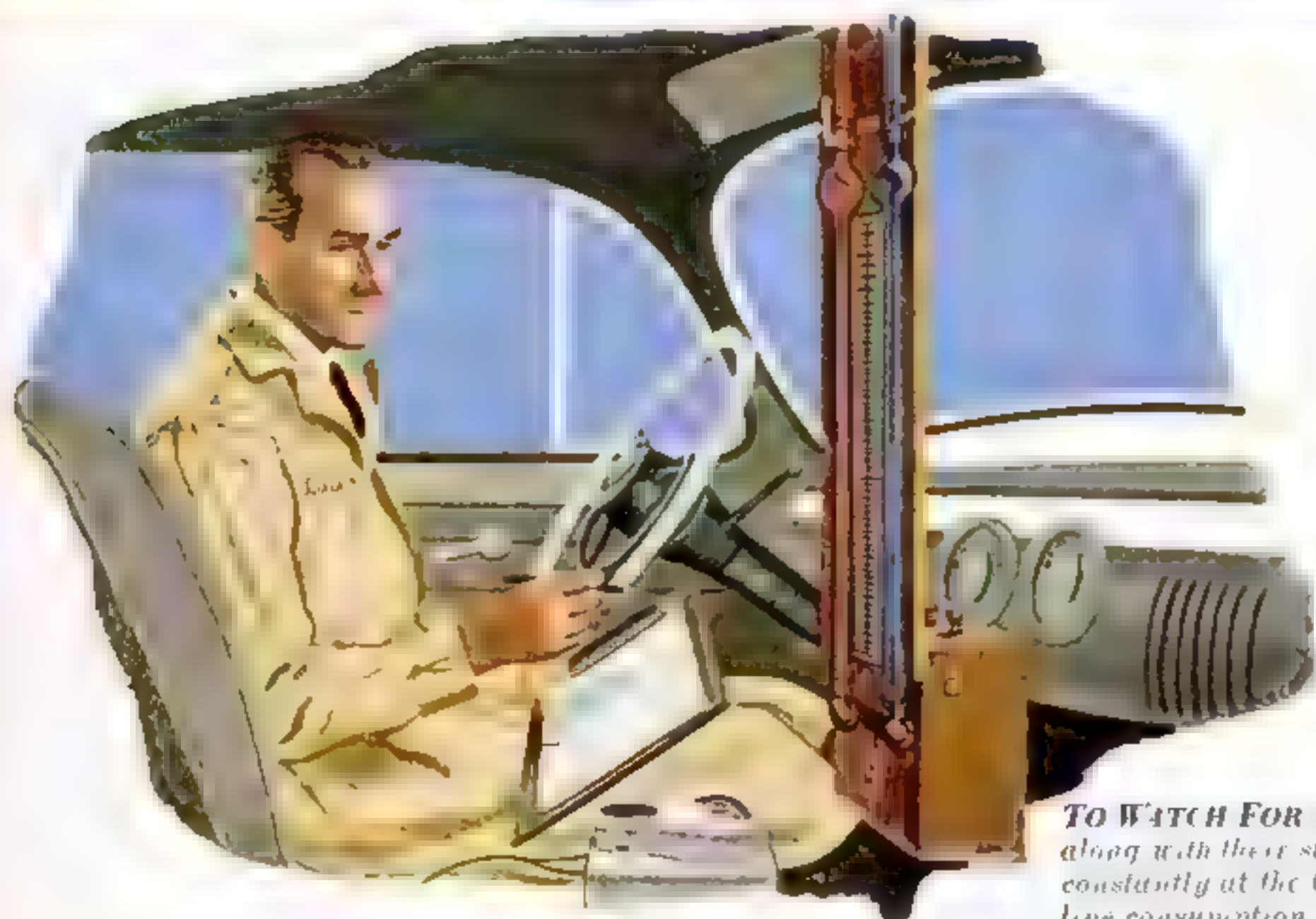
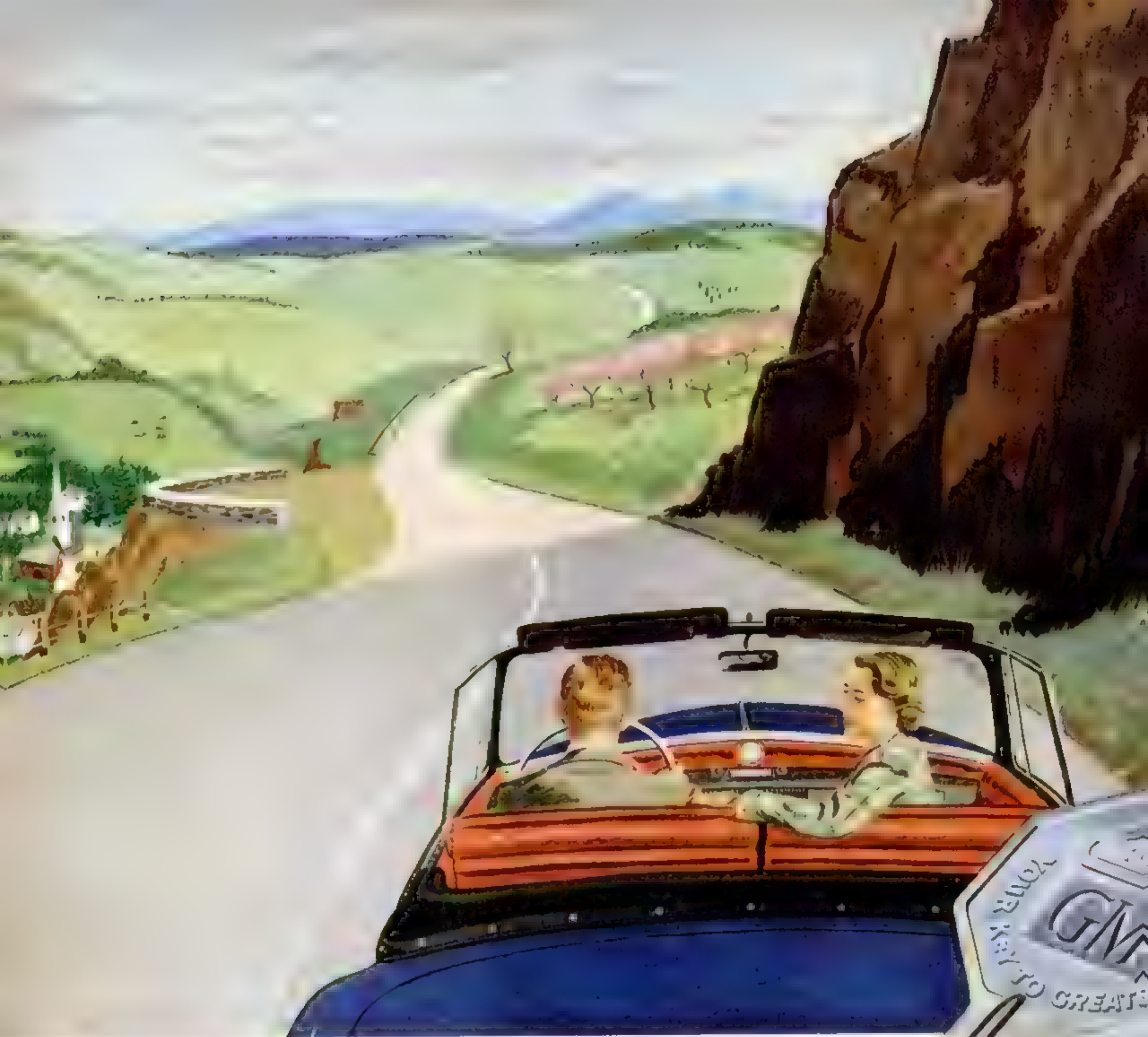
Wore Tobacco Men

not Medicine Men!



Use it for the interest of a Tobacco Men

Just joined in **Old Gold**

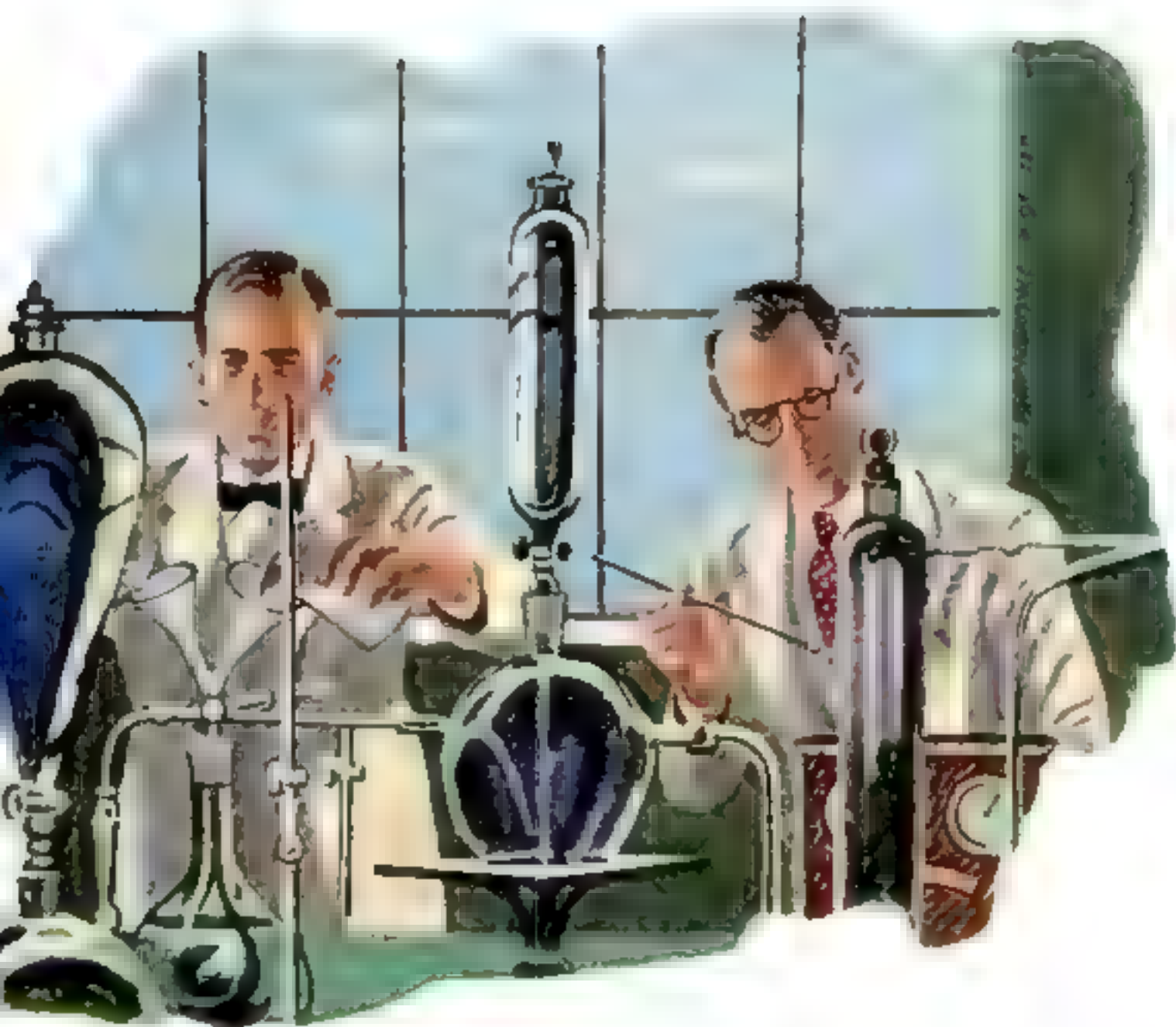


TO WATCH FOR ECONOMY in the new coupes, along with their shipped-up price, cars are put constantly at the GM Proving Ground with gasoline consumption measured by the ounce.

THE KEY TO A GEN

*Your key to
Greater Value*

CHEVROLET



TO LIFT AUTOMOTIVE POWER to new levels, research had to explore, molecule by molecule, the deepest secrets of fuels, as well as metals and finished engines.



TO HELP MAKE HIGH-COMPRESSION engines that deliver smooth-running power, sensitive eyes, ears and instruments study them in action, probing always for facts that lead to better performance.

Key to purring power

You'll find one of the big news stories for 1950 motoring right in General Motors engines.

With high-compression performance, these power plants are designed to get the *utmost* out of today's fuels.

And this demonstrates the dramatic results that can come from constant striving to make things better. For it all grew out of a purposeful search in research, engineering and production—a search for more efficient automotive power.

The end-results of this work are more and more horsepower per pound of engine—more and more mileage per gallon of gasoline—and smoother, longer-lasting engines.

In short, you get power that adds a plus to GM value. Any dealer in GM cars can show you how and why.

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Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.



For Men of Distinction... LORD CALVERT

When a gentleman orders Lord Calvert, he admits to a connoisseur's taste. For this distinguished whiskey—so rare . . . so smooth . . . so mellow . . . so distinctively light—is custom blended for moderate men who appreciate the finest. Why not enjoy Lord Calvert yourself, tonight? You'll be grateful for its lightness.

MR. RYAL MILLER—distinguished business executive and big-game hunter. Hunting with both camera and gun, Mr. Miller's expeditions have taken him from Kodiak Island in the Arctic to the South American jungle and the African veldt.

LORD CALVERT IS A CUSTOM BLENDED WHISKEY, 86 & PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY



A TECHNICIAN LOWERS HIS CAMERA TO GET THE VIEW OF ACTRESS FAYE EMERSON WHICH HAS BECOME ONE OF THE NOTABLE SIGHTS ON TELEVISION SCREENS

FAYE'S DECOLLETE MAKES TV MELEE

Television's neckline controversy, for months a matter of minor skirmishes, has become a public controversy with Faye Emerson's announcement on her weekly program that she had been criticized for her neckline, which is one of the lowest and most exuberant on TV. According to Faye's critics, the dresses worn by Faye and many of her sister stars (p. 90) threaten the equilibrium of the U.S. home.

TV networks do not welcome controversy and one studio, which reminds its actors that they are

guests in a family living room, keeps a bouquet of roses on hand as a standard prop. Whenever an actress turns up with a too low neckline, the bouquet is pinned on to conceal her bosom. Faye, however, insists that gowns like the one she is wearing above are simply what she always wears at 11 p.m., the time of her show, and has carried her case to her own audience. Ninety-five percent of those who answered her poll said they would be delighted to have Faye in their living rooms just as she was.



All aboard for a great Martin

Cassia from China...

Valencia peel from Spain...

Juniper from Italy...

To these vintage-year botanicals, the world's finest...

Add American grain spirits—

and Hiram Walker's 92 years distilling skill...

There you have a great gin that puts
any gin drink on the right track to perfection.

HIRAM
WALKER'S Distilled
London Dry **GIN**

90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.



EARLY-EVENING NECKLINE clings to Faye's neck as she checks script. This is standard attire for her guest appearances when they take place before 9.



LATE-EVENING NECKLINE plunges downward as Faye makes appearance on own program at 11 p.m. on Mondays. This is a CBS publicity picture.

CONTINUED ON PAGE 20

WITH AN EVERSARP-SCHICK INJECTOR RAZOR AND BLADES

YOU CAN SHAVE WITH YOUR EYES SHUT!

LOOK! ONE HAND...
NO EYES...NO BOTHERS
...NO ERRORS!

You pick up this razor...you position it...you shave clean and fast with it...without looking or even thinking about it! That's because your **EVERSHARP-SCHICK INJECTOR RAZOR** and **BLADES** are such a perfectly-engineered unit of shaving **MAGIC**. So light in weight...so right in size, shape, flexibility...so exactly correct in tolerance between skin-guard and scalpel-sharp blades!



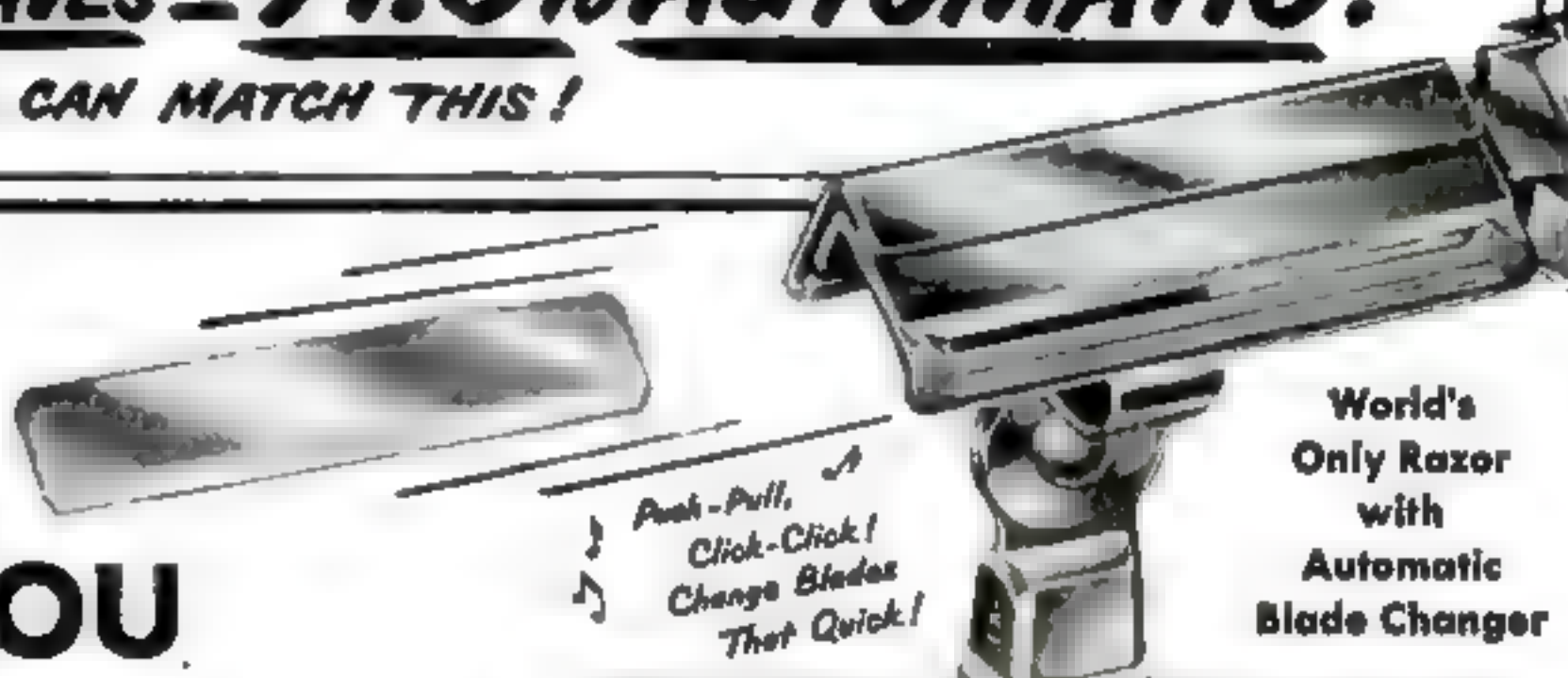
WORLD'S CLEANEST, SMOOTHEST SHAVES - 97.6% AUTOMATIC!
NOT EVEN "POWER" RAZORS CAN MATCH THIS!

NO SUBSTITUTE **BLADES CAN GIVE YOU** **THESE SUPER-SWELL SHAVES!**

(Off-brand blades can ruin your razor . . . as well as your face)

Figure it out yourself—by common sense or plain dollars and cents. It's bad enough that off-brand blades can put your razor completely out of whack and ruin your shave. BUT—on top of that—they don't even save you a cent! EVERSARP-SCHICK Blades—made of finest surgical steel—last so much longer... give so many more finer shaves per blade.

So be sure you get *all* the benefits of EVERSARP-SCHICK shaves. For closer, easier shaving even under nose and around lips . . . for blade changing that's completely automatic (Push-pull, click-click!) . . . for cleaner shaves and greater shaving happiness than you've ever known before . . . buy your new EVERSARP-SCHICK INJECTOR RAZOR AND BLADES—today!



Genuine, new improved
EVERSHARP SCHICK INJECTOR BLADES

73¢ FOR 20 BLADES
12 Blades—49¢

DeLuxe, Handsomely Gold-plated
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\$125 WITH 20 NEW
IMPROVED BLADES

UNCONDITIONAL MONEY-BACK GUARANTEE:

If EVERSARP SCHICK INJECTOR BLADES don't give you the best shaving you've ever had—return the unused blades in the injector to EVERSARP INC., 929 Connecticut Ave., Bridgeport, Connecticut, and the entire purchase price will be refunded.

***IT'S SLICK TO STICK TO* EVERSHARP-SCHICK**
INJECTOR RAZOR* AND *BLADES

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She didn't know! Do you?



A rising young ballet star was asked, "What's in this wrapped box?"



"It must be dusting powder," she said. But she was wrong!

It's *natural* to guess wrong about this wrapped box. With such a shape, it might contain dusting powder, candy—*many* things!

But it's Modess. In the new-shape, keep-a-secret box that does *not* look like a napkin box. You'll never wonder, "Does anyone know . . .?" as you carry the wrapped package down the street.

And you can be *sure* you'll always get it neatly wrapped, without waiting or possible embarrassment. For Modess now wraps the boxes before they even reach your store.

Of the leading brands, only Modess brings you these two "tactful" extras.

Same number of fine Modess napkins per box; same price. Regular, Junior, or Super Modess sizes.



Modess—new-shape box comes ready-wrapped to save embarrassment!

Here's a "FLOOR PLAN" that's good for any home!

YES, regular cleaning of kitchen and bathroom floors with Clorox is a good "floor plan" for any home!

For even in the cleanest homes, harmful germs can be tracked onto floors. And in kitchen and bathroom such germs are especially dangerous. In the kitchen, they're near food. In the bathroom, they may come in contact with bare feet!

That's why it's a good idea to include regular Clorox-cleaning in your "floor plan." For Clorox not only removes stains and deodorizes . . . it disinfects . . . provides added health protection for your family!



You get these **2 BIG EXTRAS** with **CLOROX**

1. GENTLER
BLEACHING ACTION
...longer life for linens!

2. GREATER
DISINFECTING EFFICIENCY
...added health protection!

Clorox conserves costly linens and does a better job of disinfecting because it's free from caustic and other harsh substances . . . made by an exclusive formula protected by U.S. patent!

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Directions on Label

CLOROX . . . AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT



REBEL RANDALL, another TV beauty who keeps her shapely shoulders bare, has subordinate role in an ABC show called *Auction-Aire*. She chose her first name for herself because she has kin in the South.



MAGGI McNEILLIS is partial to low-cut gown to establish a feline, sophisticated effect appropriate for her show, *Leave it to the Girls* (NBC), which specializes in sly verbal assaults on the male sex.



ARLENE FRANCIS is more the giddy, girlish type, runs good-natured program called *Blind Date*, which unites young people who don't know each other, herds them through an evening in New York.

*This whisky is distilled by us only,
and we are responsible for its richness
and fine quality. Its elegant flavor
is solely due to original fineness
developed with care. There is
nothing better in the market.*



On this key - Left - Lavender Hybrid - Center - White Hybrid - Right - Hybrid Beano - Photo by Roy Carlson

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SPRING SHOWER OF

YOUR SUNSHINE HOME IN LIGHTS

FREE! Booklet full of useful, interesting home lighting ideas. Write General Electric, Div 166-1A, Nela Park, Cleveland 12, O.

G-E yellow-enameled bulb helps keep bugs away. Enjoy the out-of-doors in comfort . . . 100-watt **25¢**

For decorative effects, G-E flameshape bulb, 25-watt . . . **18¢**

For cool, efficient light, long life, use G-E fluorescent in kitchen, bath-room . . . 40-watt **\$1**

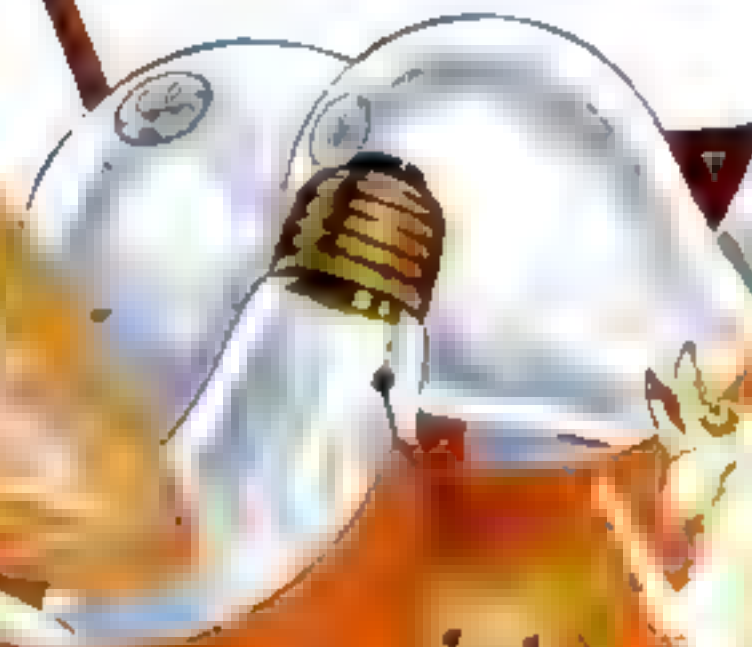
G-E 150-watt bulb, for kitchen globes . . . **20¢**

Choice of light! G-E 3-lite bulb, 100-200-300-watt . . . **60¢**



**QUIT ROBIN ONE LIGHT SOCKET TO FILL ANOTHER!
FEATHER YOUR NEST NOW WITH PLENTY OF SPARE G-E BULBS!**

Prices subject to Federal tax



G-E LAMP VALUES!

"BRIGHTEN-UP TIME" IS HERE AGAIN

—AT YOUR GENERAL ELECTRIC LAMP DEALER'S



Best cure for bulb snatchers! New G-E 4-lamp package, easy to buy, carry, store. Buy several and you'll always have spares on hand.

4 60-watt 48¢ 4 100-watt 60¢



G-E outdoor projector floodlight, to light driveway, etc. . . \$1.55



For indirect lighting, G-E silvered bowl, 100-watt 29¢

Deluxe White, G-E's new kind of lamp bulb gives better diffusion 100-watt 20¢



For halls, closets, basements, porches, G-E 60-watt 12¢
New 75-watt (now in same size bulb as 60) 15¢



Lots of light at low cost. Use 100-watt General Electric bulbs . . . 15¢



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IT'S raining lamp values at your G-E lamp dealer's—as another "Brighten-Up Time" comes shining through.

Now, just when you need them most to clean up, spruce up, *brighten up* for Spring, your G-E lamp dealer brings you the greatest assortment of G-E lamps ever, to brighten your life as never before! All products of the General Electric lamp research that works to make G-E lamps *stay brighter longer!*

See your G-E lamp dealer! Stock up during "Brighten-Up Time!"

You can put your confidence in—

GENERAL  ELECTRIC



DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. HARRY B. MATTHEW S., the former Agnès de Saint Phœnix of Paris and New York society. Discriminating in her choice of cigarettes, Mrs. Matthew says: "I like the cork tip and better taste of Herbert Tareyton."

Discriminating people prefer Herbert Tareyton because they pay no more for this better cigarette. They appreciate the kind of smoking that only a genuine cork tip can give . . . the cork tip doesn't stick to the lips, it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copied - The American Tobacco Company



IN THE WARM CAROLINA SUN A COUPLE OF SLEEK STEEPLECHASERS STAND AT ATTENTION WHILE THE JUDGES LOOK THEM OVER AT AIKEN'S HORSE SHOW

BIG WEEK AT AIKEN

HORSES AND HORSY SOCIETY WIND UP WINTER SEASON

The country around Aiken, S. C. is fine for horses—the water good, the climate mild, the hills rolling. It is also fine for horse lovers, and for more than half a century the east's wealthy horsy set has made Aiken its winter social center. Just as spring begins, the season comes to its climax in Sports Week, which plunges Aiken into seven lively days of horse shows, horse racing, polo games and drag hunts.

In Hitchcock Woods green-coated riders thunder over brush after the hounds. The younger set,

including such teen-agers as Aileen Wood (cover), sweeps into town on vacation from prep schools in New England and finishing schools in Virginia. Smaller fry at Aiken Preparatory School have their big track-and-field day (p. 98).

The days are busy but there is a conspicuous absence of night life in Aiken except for a few parties in the homes of such notables as F. Ambrose Clark and Mrs. Isabel Dodge Sloan. There, as always in Aiken, conversation revolves completely around

230 wintering thoroughbred race horses, 120 trotters, 70 hunters and jumpers, 91 polo ponies and the stads of just plain riding horses. One person who can take horses or leave them alone is Eugene Grace, retired president of Bethlehem Steel, who much prefers golf and at 73 manages sometimes to match his age and his golf score. For one day Golfer Grace (p. 97) takes the play away from the horses by helping bring in the country's best golf pros and shooting along with them in the Aiken open.



AIKEN'S WIDE ROADS ARE LEFT MOSTLY UNPAVED FOR CONVENIENCE OF HORSES

TWO-YEAR-OLDS GET FIRST RACING TESTS

There used to be 17 polo fields in operation at Aiken, and the country's best players were down there every season. But now there are only three fields being used and, with polo on the wane, the horsey interest is turning more and more to flat racing. Big stables like Greentree and Brookmeade have decided to make Aiken their permanent winter training quarters. A new track was built just before the war. Each spring in the "public trials" untried 2-year-old colts and fillies, being readied for their first year of racing, get their first taste of actual competition.

The public trials are horse racing in the classic style, leisurely and uncommercial—no purses, no grandstand, no totalizator or betting facilities other than a few stray bookmakers. The horses show their greenness by trembling at the thunder of hoofs, shying away from shadows, weaving as they run. Since the *Daily Racing Form* and other dopesheets do not carry Aiken past performances, some sharp-eyed professionals get the jump on their colleagues by going down to Aiken and making notations for future reference. The most impressive of the 2-year-olds this year was Brookmeade Stable's Dutch Lane, a brown colt that scampered home a three-lengths winner (bottom, center) in the respectable time of 23 $\frac{3}{4}$ seconds for the quarter mile. Some other Aiken winners tabbed in clockers' notebooks: Benbow, Two Rainbows, Torch, Bold, Berne.



↑ **IN THE MORNING**, just after dawn, Greentree Stable horses work out. Galloping horses keep to the outside, leaving rail open for horses that are working faster



AT BARN Jockey Atkinson discusses his Greentree mounts with Trainer Gaver.



AT RACES Owner Jock Whitney (right) is being congratulated after his horse wins.

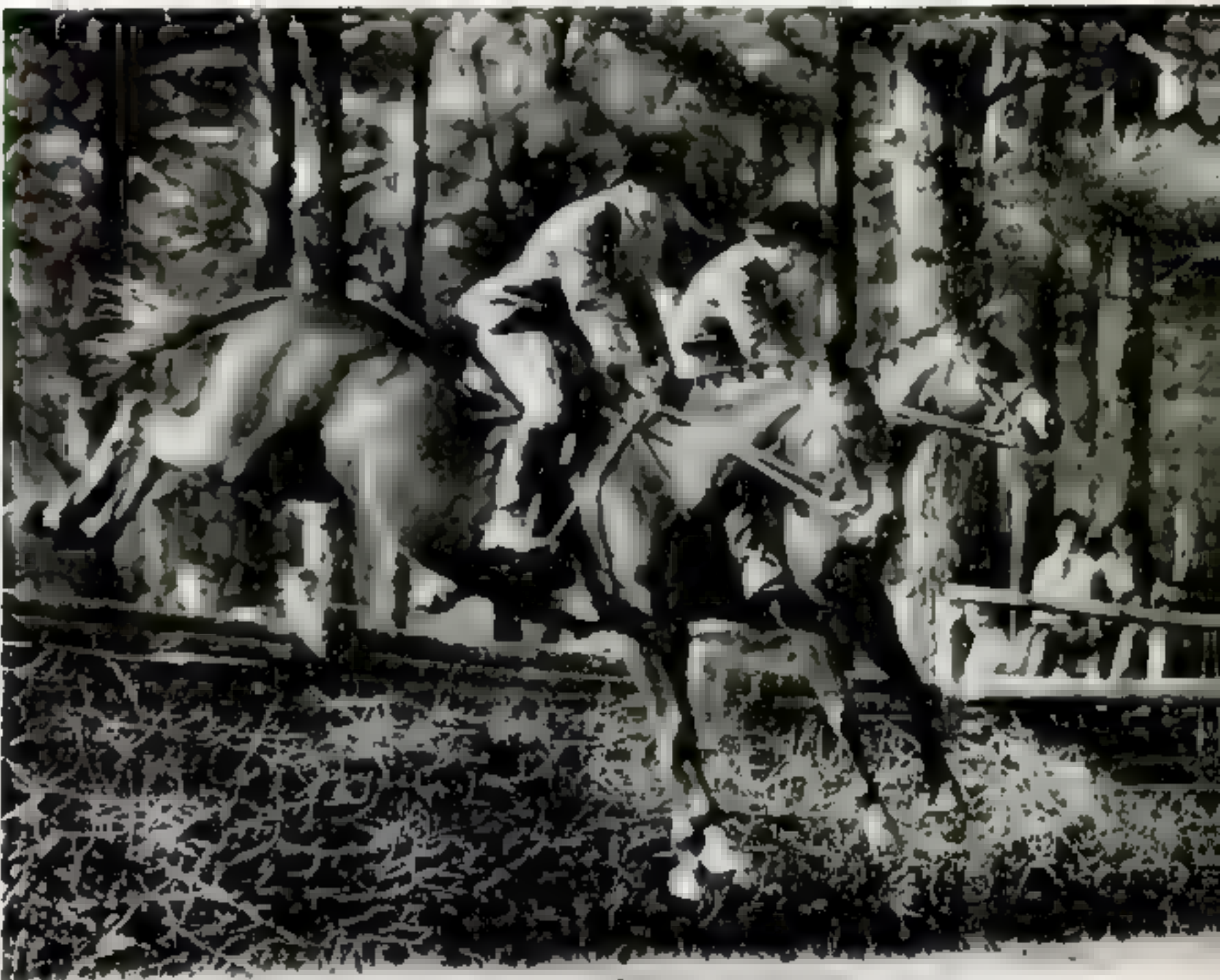




↓ **IN THE AFTERNOON** Breckmeade's Dutch Lane wins over a field of 2-year-olds in his first race. He is due to make his lifetime debut in the current Jamaica meet.



BEFORE THE POSTS Terrence Preece of the Aurora polo team (left) thwarts scoring attempt by Aiken's Pete Bostwick. Preece deflected the ball (near left post) wide of goal.



OVER THE BARS in Aiken horse show. Pete Bostwick and wife Dolly give a perfect demonstration of how to synchronize jumping horses in the "Pairs of Hunters" event.



UP THE HILL on his way to a birdie, 3-year-old Steelmaker Eugene Grace is getting a helpful push from his caddy. He was coupled with Ben Hogan in Aiken pro-amateur.



ON SPORTS DAY AT AIKEN PREPARATORY SCHOOL OFFSPRING OF THE HORSY SET TAKE A HURDLE THE BEST WAY THEY KNOW HOW IN THE SENIOR OBSTACLE RACE



BARRELS ARE ANOTHER BOTTLENECK. SCHOOL CHAMP JAMIE GREENLEAF (RIGHT) WAS LEADING UNTIL HE GOT STUCK IN A BARREL AND COULD NEVER CATCH UP



IN 50-YARD DASH BY BOYS' MOTHERS, MRS. JEROME R. ALLEN JR. (RIGHT) WINS IN 7.1 SECONDS, JUST SHORT OF COURSE RECORD SET IN 1947 BY MRS. FRED ASTAIRE

ON A BRIGHT SPRING MORNING
HOUNDS AND HORSEWOMEN AMBLE
ACROSS BRIDGE TO A DRAG HUNT





TRANSPARENT TOPCOATS are newest use for sheer fabrics. Left: silk organdy with piqué choir-boy collar (Ceil Chapman). Right: sheer white cotton (Judy 'n' Jul). What goes underneath is shown below.

SUBSURFACE of outfits above can be worn alone. Black silk sheath has a bodice boned like a strapless slip, costs \$89.95 with coat. Plaid cotton evening gown, copy of a Balenciaga design, is \$40 with coat.



Sheers

See-through fabrics bring uncovering to surface

Women usually start putting on transparent dresses in the summer dog days to keep, or at least to look, cool. But this year sheer materials, like silk and cotton organdy or voile, have come in well ahead of heat waves as a big spring day and evening fashion. This has caused designers to do something different about what goes under them. The new sheers display undersheaths that can be worn alone or slips cut in such elegant fabrics they are obviously meant to show.



OVERDRESS of cotton organdy (*left*) opens in back (Emily Wilkins). Striped sheer apron (*center*) has matching gloves (Bonnie Ca-lur). Blouse and skirt (*right*) come separately (Neddy de Grao, \$8.95-\$10.95).



SECOND LAYER of dresses at top are printed calico (\$9.95 with overdress); black sheath (\$35, apron \$18 extra); polka-dot bra and petticoat of tangerine and black taffeta (John Norman, \$19.95 together).

THE PROBLEM KING OF EGYPT

VISITORS to Egypt who happen to see King Farouk in the cabarets which he frequents are invariably surprised to find him a porcine, thick-featured man with thinning hair and the pompous bearing of a bank president. To most Westerners it seems like only yesterday that a slender, gracious youth named Farouk became the first king of a united and independent Egypt since the Pharaohs.

It has been almost 13 years. During this time the shy young man who came to the throne at the age of 16 has been married and divorced, has gained about 90 pounds, has acquired almost absolute power in the world's strongest Arab state and has become a favorite target of salacious and malicious gossip. Time has wrought changes in Farouk's personality as well as in his physique. At 30 he is a moody, petulant, headstrong man whom no one except a British diplomat has ever told to shut up or go to hell since he became the ruler of 20 million Egyptians.

You do not have to be in Egypt long to discover that Farouk's character has almost as many facets as he has acquaintances. Even people who know him well will contradict each other when trying to describe him to strangers. Some remember him as likable and unpretentious. A British correspondent recalls how the king knocked at the door of his beach house in Alexandria one morning last summer. Farouk was wearing swimming trunks and carrying a basket of freshly caught shrimp. "Oh look!" cried the correspondent's 8-year-old daughter, "the kingfisher!" Delighted, Farouk came in and passed a neighborly morning relaxing on the porch and playing with the little girl. More often Farouk is coldly brusque. Last year a beauty contest was held at the Auberge des Pyramides to select Miss Egypt of 1949. No sooner had the judges announced their decision than a message was sent over from the king's table indicating that His Majesty was displeased with the verdict. The judges hastily reversed themselves and awarded the cup to another girl.

Many persons who know the king insist that he is not as frivolous as he seems and that he takes his royal duties seriously. They point to his concern over expanding the educational facilities of a country where more than 70% of the population is illiterate. During his reign education has become compulsory for children between 7 and 12, nearly 3,000 elementary schools have been built, the number of secondary schools has been quadrupled, and a new university named for him has been established in Alexandria.

Farouk can be an entertaining host and has an engaging, if somewhat bizarre, sense of humor. He is fond of amusing his guests at the Royal Automobile Club, which he visits almost daily, with imitations of Cairo street hawkers or by whistling, at which he has been adept since childhood. Driving home, he likes to startle friends with a horn that reproduces the sound of a dog being run over. Yet his informality can be deceptive. There are times when the king is as touchy about protocol as the stuffiest of diplomatic hostesses. He still speaks waspishly of Stanton Griffis, the former U.S. Ambassador to Egypt, who made the mistake of addressing the king as "Your Excellency" instead of "Your Majesty" when he formally presented his credentials.

Pampered, obstinate, capricious

LIKE a pampered child who is used to having his own way, Farouk becomes obstinate if contradicted. When he capriciously decided to marry a 16-year-old commoner named Nariman Sadek last December, he blithely ignored foreign criticism and the indignation of those of his subjects who felt that it was too high-handed even for royalty to grab another man's fiancée. Nor was he deterred by the fact that he had seen the girl only once.

Under the circumstances it is hardly surprising that Farouk's private life furnishes scandalous stories, some of them true, to fuel the endless gossip exchanged at the Long Bar of Sheppard's Hotel, around the tea tables at Groppi's, in the lounge of the Semiramis Hotel and the half dozen other places where Cairo's cosmopolitan



IN GAUDY SPLENDOR King Farouk rides in his satin-quilted and gold-encrusted state coach to open parliament, which for the most part he highhandedly ignores in ruling his country.

CLOSE-UP

FAROUK IS A BEWILDERED, MOODY MONARCH WHO VACILLATES BETWEEN SELF-INDULGENCE AND A SINCERE DESIRE TO HELP HIS PEOPLE

by WILLIAM H. ATTWOOD

cafe society gathers two or three times a day for Turkish coffee, Scotch whisky and small talk. Most of these stories find their way back to the palace and have made Farouk inordinately sensitive to criticism. Last fall, when a well-meaning undersecretary suggested to the court chamberlain that the king should be more discreet or at least less noisy at the late parties he gave in a small apartment near the Royal Automobile Club, the young man was abruptly transferred from his post in the Department of Agriculture to a diplomatic job in Geneva. Farouk is particularly touchy about the widespread criticism of his promiscuity where women are concerned. Speaking of this to a Western diplomat not long ago, he complained that he violated only one of the sins which the Koran enjoins Moslems to avoid but that no one gave him any credit for his innocence on all the others. Young women who boast of or otherwise discuss their relations with the king are also sent out of the country on short notice. Foreign correspondents and the local press have explicit instructions to write no story concerning Farouk unless it has been cleared through the palace. Private mail is spot-checked by postal censors and any slighting references to the king deleted.

Totalitarian trappings

THESE trappings of a totalitarian state are sometimes shocking to Americans who come to Egypt expecting to find a constitutional monarchy of the Scandinavian type. According to the 1923 constitution the king is supposed to exercise his executive authority through his ministers and not in conjunction with them. The cabinet is supposed to be responsible to parliament, not to Farouk. Actually the king has come to do pretty much as he pleases. Americans are also shocked by the contrast between the mode of life of the thin stratum of wealthy Egyptians and the rest of the population. Why are we striving to improve relations with a country in which social injustice is so palpable? And why is there no sign of unrest among the perennially impoverished fellahin—those 19 million Egyptian peasants whose standard of living is so stark and primitive as to be scarcely human?

The answer to the first question is that this curious and most ancient of civilized countries—95% of whose area is an arid waste—has emerged as the leading political unit in the group of Arab states that lie in the strategic Middle East. It was Farouk himself, prodded by certain advisers, who took the initiative in grouping all of these states together in the framework of the Arab League. It is no fault of Farouk's that the League is temporarily in abeyance. What has hurt the League most is the personal ambition of King Abdullah of Jordan, a British puppet, coupled with the beating which its disorganized member states took in the war against Israel.

The answer to the second question—why the fellahin passively accept a social system that exploits them—is simply that they have never expected anything of life but toil and hardship. Unless their rulers become especially oppressive, Egyptian peasants are uncomplaining. And it must be said that under Farouk they have much to be thankful for. In the past eight years more than 100 agricultural training and advisory centers have been established in every province. Villages are regularly visited by representatives of the Department of Agriculture, who provide peasants with technical guidance in the manner of American county agents. Loans on easy terms have been made available to farmers. And the government is making strenuous efforts to stamp out endemic diseases, such as bilharziasis, which have plagued the fellah for centuries and contributed to his misery.

With the small minority of Egyptians who are educated and politically conscious—a growing class—Farouk's prestige has been steadily deteriorating, and it is fair to say that as a result his position is shakier than it has ever been since he formally became king on July 29, 1937. In his more cynical moments the king himself refers flippantly to his future. "In a few years," he remarked not long ago, "there will be only five kings in the world—the king of England and the four kings in a pack of cards."

CONTINUED ON NEXT PAGE



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FOUR YEARS of self-indulgence have made a big difference in Farouk's figure. In 1944 (left) he wore a natty beard and carried a Mohammedan rosary—he was hoping at this time to become Caliph of the Moslem world. In 1948 he carried a marshal's baton when he saw his troops leave for the war in Palestine.

PROBLEM KING CONTINUED

To understand why Farouk has lost popularity, you must look back at the factors which have shaped his character and produced his erratic personality. The most significant was unquestionably the sudden death of King Fuad in 1936, an event that cut short Farouk's education and thrust him into a role for which he had almost no preparation. Farouk is a king who never went to college and has traveled little in the world. At 16 he was suddenly surrounded by courtiers who catered to his whims and seldom dared to contradict him. The tragedy of Farouk is that he never had a chance to acquire mental discipline or a balanced sense of values.

Farouk was born in Abdin palace in Cairo on Feb. 11, 1920, three years after his father had succeeded Hussein as khedive. He was the direct descendant of Mohammed Ali, an Albanian tobacco planter who was installed by the Turks as viceroy of Egypt in 1805 and who founded the dynasty that has ruled this more or less independent country ever since.

Like his younger sisters, Fawzia, Faiza, Faika and Fathia—fat, pleasure-loving Fuad loved names beginning with F—young Farouk was brought up by a foreign governess and learned to speak English and French, as well as Arabic, Egypt's official language. His childhood was a cloistered one even by royal standards. His playmates were young aristocrats and the children of palace employes. (One of the latter, an Italian boy named Antonio Pugli, whose father was the palace electrician, later became the royal barber and today is one of Farouk's few intimates, with the title of bey.)

Sasi becomes Farida

IN 1935 Farouk was sent to England to attend the Royal Military Academy at Woolwich. Six months later Fuad died, and Farouk returned to Egypt. The next year, with his mother and his sisters, he went to Switzerland for a holiday. It was there that he met Sasi Naz Zulficar, the pretty 15-year-old daughter of his mother's lady in waiting and the girl he married six months after he took the throne as the first boy king of Egypt since ancient times. He inherited his father's penchant for the letter F and called her Farida; 10 years later he wept as he signed the decree dissolving their marriage.

For a while Farouk and Farida were probably the world's most popular royal couple and certainly the handsomest. Bewildered and insecure, Farouk responded clumsily to the love his subjects showed for him and his bride. Once he flew his plane along the coast and dropped celluloid balls on the mud huts of the fellahin, who were urged to redeem them for candy at royal depots. At home

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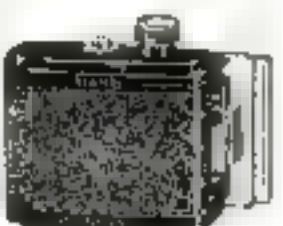
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CONTINUED ON PAGE 108



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PROBLEM KING CONTINUED

he was guided by a handful of advisers who were generally more preoccupied with their own advancement than with enhancing the prestige of the monarchy. His leisure hours were largely spent in the company of Italians who were acting under orders from their embassy to debauch the young king and thereby strengthen Fascist Italy's position in the Middle East. Skilled Italian Jezebels were brought all the way from Rome; for them the young king, who had never known the life of a bachelor prince, was as easy a pushover as an American college boy in Place Pigalle. Cairo began hearing about notorious palace parties and the world began talking about Farouk as the playboy king.

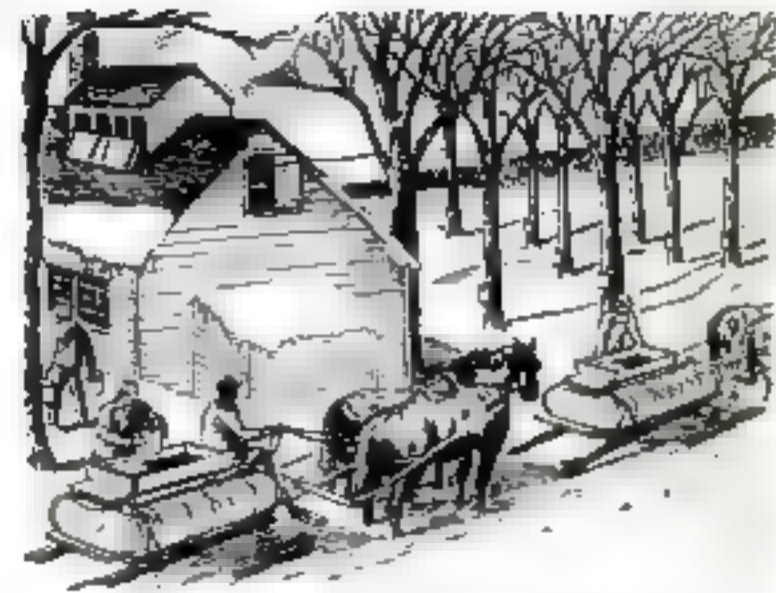
Farouk's boyhood hero was his grandfather, Khedive Ismail, a grandiose and gusty gentleman who had a harem of 3,000 women and who died in 1895 trying to gulp down two bottles of champagne at one draught. As he grew up Farouk's affection and admiration was focused on three people: his wife, Farida; his principal adviser, Ahmed Hassanein Pasha, and a politician named Mustafa El Nahas Pasha. Farida has left him; Hassanein is dead; and Nahas is responsible for his first and bitterest political disillusionment.

The first betrayal

NAHAS, the son of a well-to-do peasant, rose to prominence in Egyptian affairs as leader of the Wafdist party, a nationalist movement dedicated to driving the British out of Egypt. But in 1935, at the age of 59, Nahas married a young woman who had more ambition than scruples. She saw no advantage in politics unless it could be made to pay off; this meant keeping her husband in power, if necessary at the expense of Wafdist principles. Gradually Nahas succumbed to the influence of his young bride; thus it was that he found himself, seven years later, in the incongruous role of Britain's choice for prime minister. For this Farouk has never forgiven him.

It happened in the winter of 1941-42, when the British military position in the Middle East was extremely precarious. The British trusted Nahas because he was relatively honest and because they knew his wife would be pro-Ally so long as British troops held Egypt; they also trusted the incumbent prime minister, Hussein Sirry Pasha. But they did not trust Farouk and his entourage of Italians. Once, when Sir Miles Lampson, the British ambassador (who had an Italian wife), suggested to the king that he remove his

CONTINUED ON PAGE 108



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ON HIS WEDDING DAY in 1938, Farouk stood solemnly between his bride, Queen Farida (left), whom he divorced in 1948, and his mother, Queen Nazli.

PROBLEM KING CONTINUED

Fascist-minded advisers, Farouk replied, "I will get rid of my Italians, Sir Miles, when you get rid of yours."

The situation came to a head later in January 1942. Farouk had gone away on a holiday and Sirry, acting under British pressure, broke relations with Vichy France, whose Cairo embassy had become a center for Axis espionage. When Farouk returned he flew into a rage. Shortly thereafter Sirry felt obliged to resign, and Farouk indicated that he would appoint Aly Maher Pasha, a man with known pro-German feelings, as prime minister.

At that, the British took off their kid gloves and moved swiftly. On Feb. 4 army tanks rumbled up to Abdin palace as Sir Miles, accompanied by a British general, stalked past startled guards into the king's private quarters. Bluntly and curtly the British ambassador told Farouk he could make Nahas prime minister or abdicate and leave Egypt the next day aboard a British plane.

Furious and humiliated, the king bowed to the British terms, but as the Englishmen took their leave he stood up. "Sir Miles," he said tightly, "you will regret this day."

The Nahas cabinet lasted two years and eight months. In October 1944, when the war had moved away from Egypt, Nahas was dismissed. Although the Wafd was returned to power this year and Nahas once more became prime minister, his relations with the king are still coldly formal.

Farouk's character has also been deeply affected by the failure of his marriage with Farida. As early as 1944 the queen, weary of his flagrant infidelity, asked for a divorce. He refused but permitted her to maintain a separate residence at Koubbeh palace while he remained at Abdin. She had borne him three daughters but no male heirs. As the estrangement persisted, friends urged him to grant the divorce and marry again in the interests of the dynasty. He finally agreed and on Nov. 17, 1948 signed the divorce decree.

Farida has resumed her maiden name and now lives in seclusion in a villa near Cairo. She is still enormously popular among her former subjects, most of whom instinctively sided with her when she left Farouk. Last fall the king was reported to have suggested a reconciliation. Her conditions, which included the dismissal of three of his favorite courtiers, were apparently too severe. Bitterly Farouk then rescinded his previous instructions that she should not remarry and a few weeks later abruptly decided to make Nariman Sadek his queen. While Cairo buzzed with speculation Farida went to a theater in downtown Cairo with a woman companion. As soon as the audience recognized her, people began applauding

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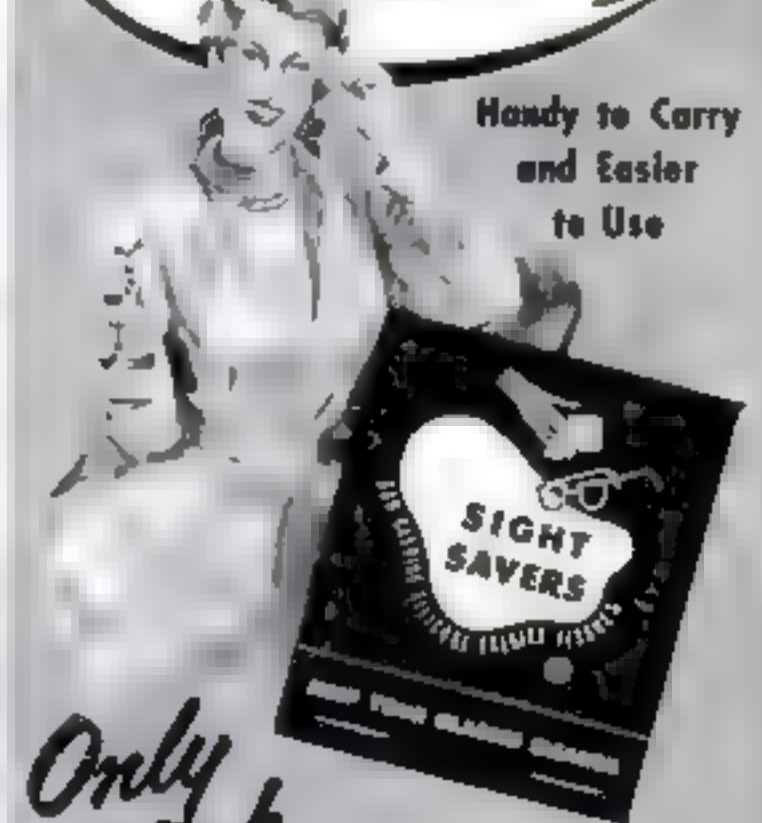
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CONTINUED ON PAGE 132

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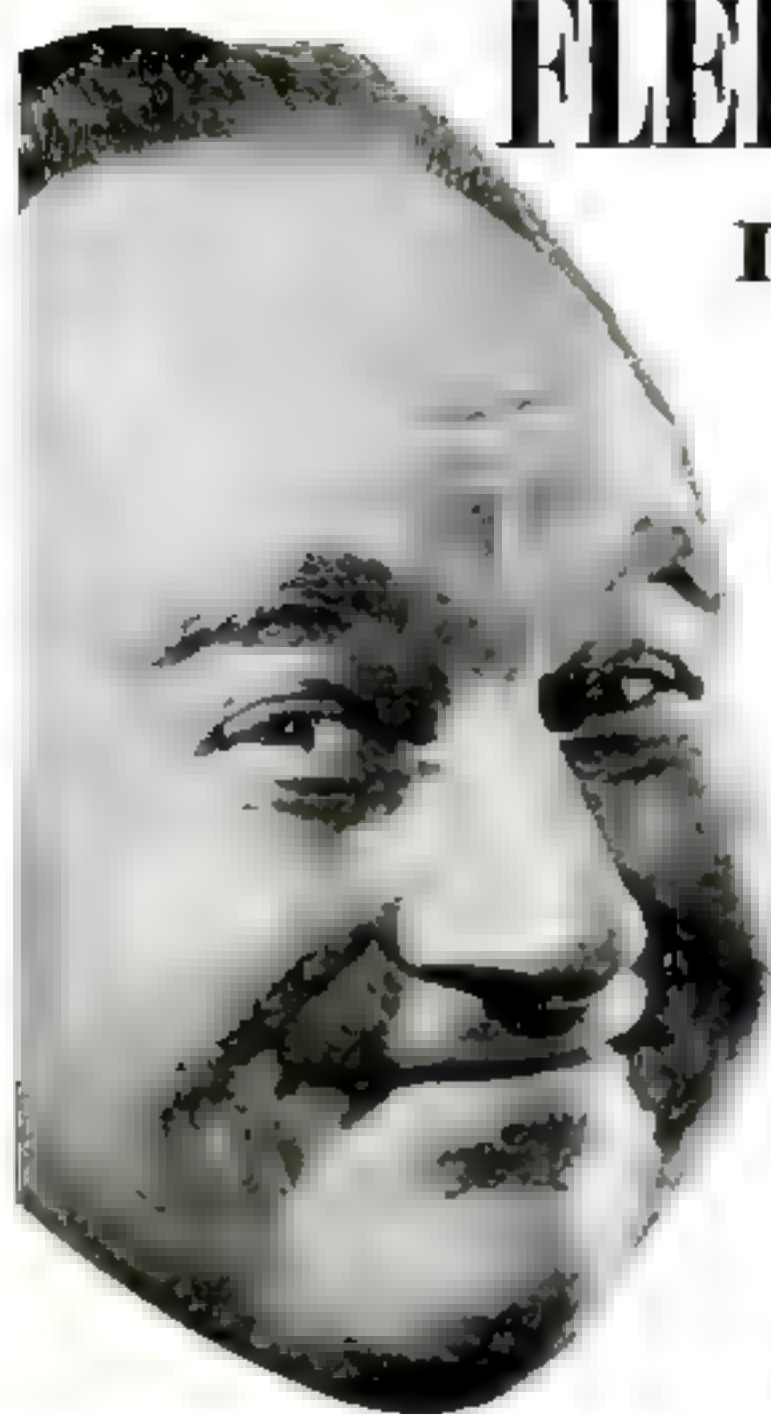


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PATERNAL VIEW of Egypt's king shows Farouk strolling on his duck-shooting grounds outside Cairo with two of his daughters, Ferial (left) and Fawzia, who are 11 and 10 years old. His third daughter, Fadia, is 6 years old.

PROBLEM KING CONTINUED

and shouting, "No other queen but Farida!" She hurriedly left the theater and has avoided public places ever since.

A third factor affecting Farouk's present personality, and one which has left him confused and forlorn, was the death of Hassanein in a motor accident in 1946. Hassanein was a widely traveled Oxford graduate and a noted explorer and archaeologist. Unlike too many courtiers, he never fawned on Farouk and was not afraid to disagree with him, tactfully. Since Hassanein's death the king's intimates have been mediocre men, parasites in some cases, who are prominent chiefly by virtue of their proximity to the palace. He is estranged from most of his own family except his oldest sister Fawzia. For the past two years his mother and his two youngest sisters, Faika and Fathia, have been living in the U.S., where the queen has been undergoing medical treatment.

Does Farouk have any political philosophy? The question often baffles foreign diplomats. People who have tried to draw him out agree that his politics are compounded of a latent Anglophobia, nourished by the Nahas-Lampson episode; a strong sense of nationalism, and a vague patriarchal conception of himself as a people's monarch.

It is no more surprising for an Egyptian to be anti-British than it is for an Indonesian to be anti-Dutch. In spite of the many things the British did to modernize the country from 1882 to 1922, the fact remains that they came as intruders and stayed on with their troops. Egyptians knew that in private the British referred to them as "wogs," a term which roughly corresponds to the American GI's "gook." The last British troops were evacuated from Cairo in 1946, and today Egypt is a completely sovereign state; but the irritation resulting from decades of British rule will persist for a long time to come. As in Ireland, twisting the lion's tail has become a perennial and sure-fire method of gaining popular support. Politicians and editorial writers are constantly sniping at the presence of a few thousand British troops stationed near the Suez Canal and at the Condominium of 1899, which permits the British to share in the administration of the Anglo-Egyptian Sudan. Farouk's Anglophobia merely reflects the almost unanimous sentiment of his people.

His nationalism is equally understandable. As the first king of

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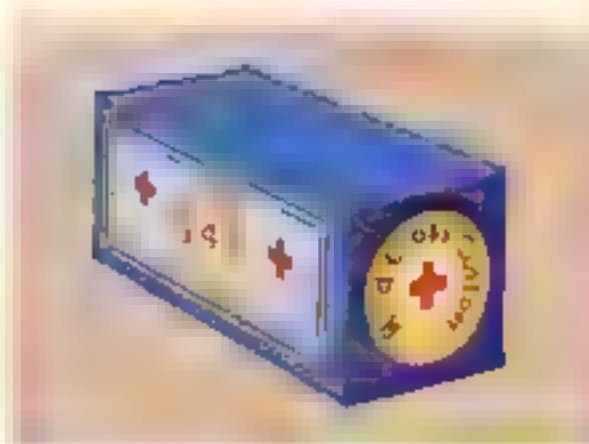


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THE GARDENS OF ABDIN PALACE in Cairo, Farouk's principal residence, are elaborately landscaped. The king owns four other palaces in Egypt.

PROBLEM KING CONTINUED

a fully independent Egypt, Farouk regards himself as a symbol of Egypt's independence after long subjection to a succession of foreign overlords. So do many of his people. As in most countries which have only recently achieved political independence, Egyptian nationalism can be wildly chauvinistic. A recent brochure about Egypt published by the State Tourism Department and the Ministry of Commerce and Industry speaks of Egypt as "the center of the world," a nation whose wealth "makes other countries more in need of Egypt than Egypt is in need of them" and a country entering a new era "of growing eminence in Middle East affairs, under the guidance and wisdom of its King, His Majesty Farouk I, Whom God Preserve."

Egyptian national feelings are not quite as sensitive these days as they were during the Israeli war, when Americans were spat upon in the streets of Cairo and U.S. diplomats were given the cold shoulder in all government ministries. But sooner or later in any conversation about Israel every Egyptian from the king on down will ask you testily why American policy is controlled by the Jews.

Father of his people?

THERE is less basis for Farouk's somewhat czarist notion of himself as the beloved father of his people than there is for his nationalism or Anglophobia. Most Egyptians, especially the fellahin, feel a kind of comfortable affection, born of familiarity, for whoever happens to be their ruler. But Farouk is apt to exaggerate their feelings for him. In 1943 he was seriously injured in a smashup with a truck and passed a month in the British military hospital at Kassassein, near Cairo. (The accident damaged an eye and impaired his sight—which explains why he seldom appears in public without dark-lensed glasses.) On his return from the hospital a vast throng lined the streets to welcome him home to the palace. Although the majority were undoubtedly motivated by simple curiosity Farouk was profoundly moved, and still speaks of this "demonstration of loyalty."

When this mood is upon him he has been known to walk into cabinet meetings and announce, "I represent the people." He will then propose elaborate programs of social reform while his ministers dutifully take notes and praise him for his vision and leadership. "In many cases," said a former cabinet minister, "the legislation suggested by the king had long ago been enacted into law."

Considering his actual and assumed powers, the king could best serve his country by acting as a kind of one-man Hoover Commission or all-powerful efficiency expert. For Egypt is plagued by a top-heavy and self-paralyzing bureaucracy. In the matter of foreign trade, for example, government officials often work at cross purposes. The Ministry of Commerce and Industry tries to encourage exports of rice and cotton, but exporters find themselves hampered by restrictions imposed by subsections of the same ministry whose main concern is keeping internal prices down. If goods intended for export do reach an Egyptian port accompanied by all the necessary documents, the stupidity of customs officials has to be reckoned with. Not long ago one exporter received an order from

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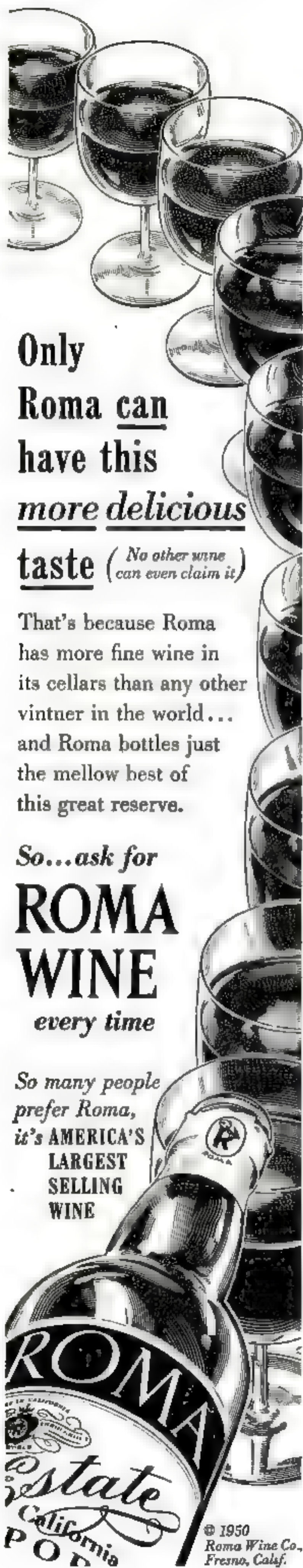
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FAROUK'S LUNCH is a monumental feast. Uncovered items in this typical meal are (from front to rear) peaches, lobster, roast chicken, pomegranates and mangoes. Covered dishes contain chicken fricassees, mutton chops, sole, *bouchée à la reine* (creamed meat patties), potatoes, peas, rice and artichokes.

PROBLEM KING CONTINUED

the U.S. for several hundred bales of cotton waste. The bales were all torn apart and inspected at customs and then sent back to him for repacking. Again he shipped the bales. Again they were torn up. Finally the exporter canceled the order and sold his waste in Egypt.

By devoting a few hours a day to streamlining the operations of his government the king could make royal intervention a valuable administrative instrument. Unfortunately most of his waking hours are devoted primarily to self-gratification.

Farouk rises late, usually in Koubbeh palace, sometimes in Abdin. He begins his day with a hearty breakfast consisting of a minimum of five or six eggs, a bowl of porridge, a plate of beans and a pot of cocoa. Lately he has been dieting to lose weight. In an effort to reduce but maintain his strength he has been eating dozens of oysters, which are air-expressed to him from Copenhagen, 200 to 600 a week.

Before lunch Farouk usually has papers to sign, and he also glances through a digest of the press. Occasionally he will stop in and see his small daughters and their governess. Ferial, 11, and Fawzia, 10, live at Koubbeh palace. His youngest, 6-year-old Fadia, has been staying with her mother. Part of each afternoon is taken up with routine royal duties: cornerstones must be laid, monuments dedicated and schools inspected. Visitors who are granted audiences at the palace must also be entertained; they are shown his unique collection of antique clocks or his coin collection, valued at \$4 million.

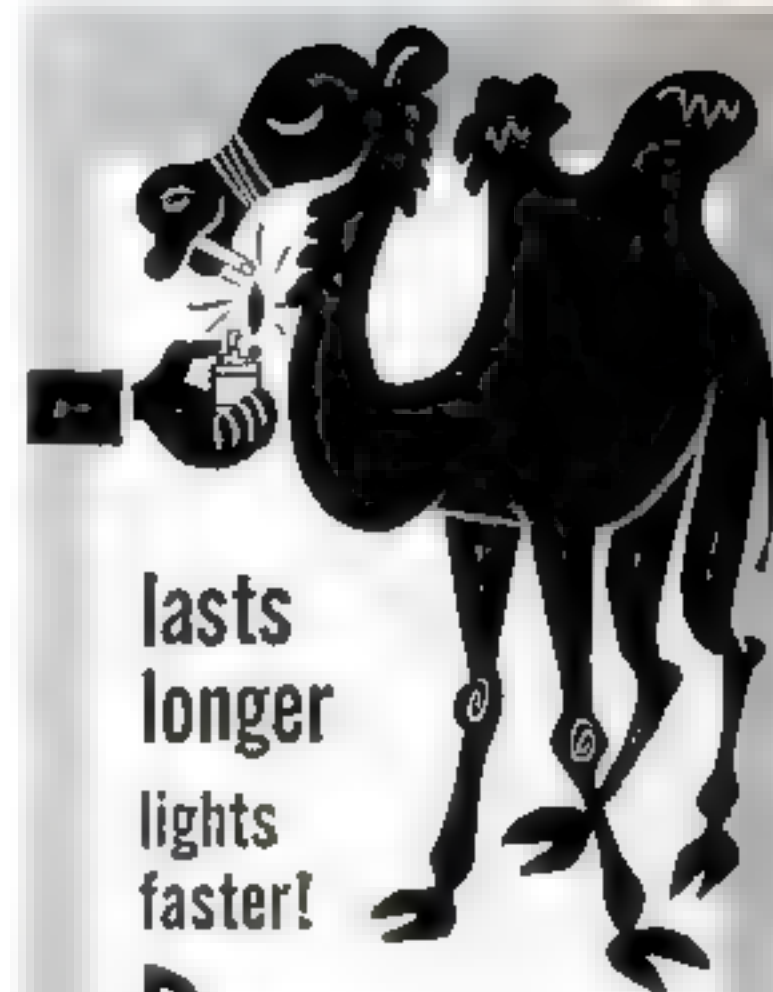
Mountains of dead birds

WHEN possible, Farouk passes an hour or two on his skeet range, where he keeps in practice for his weekend hunting parties. He is an excellent shot; on a recent shoot he bagged 344 ducks with 415 rounds. The front pages of Cairo newspapers are often adorned with a picture of the king standing behind a small mountain of dead birds.

He loves to drive and will often tear through the countryside at breakneck speed in one of his fleet of cars (Lincolns and Cadillacs are his favorites). When he drives through the streets of Cairo, preceded and surrounded by a covey of motorcycle cops, traffic is sometimes tied up for an hour.

Six or seven bodyguards are always within shooting distance of the king. These security precautions are understandable in view of the fact that two prime ministers (Mahmoud Fahmy El Nokrashy Pasha and Ahmed Maher Pasha), a high court judge and a Cairo police chief have been bumped off since the war. Except for Ahmed Maher, all of these were the victims of the Ikhwan El Muslimin, or Moslem Brotherhood, a half-million-strong fraternity of religious fanatics which was disbanded a year ago. Farouk has not been shot at since 1938 but he is taking no chances, at least in public.

At nightfall, if there are no official functions, the king drops into the exclusive Royal Automobile Club for a few hours' gambling. He occasionally dines there as well, and the kitchen always has an



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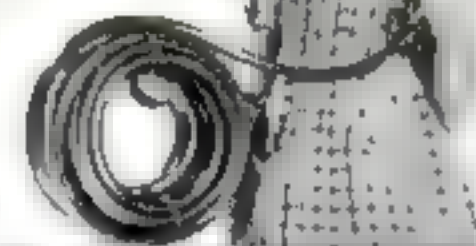
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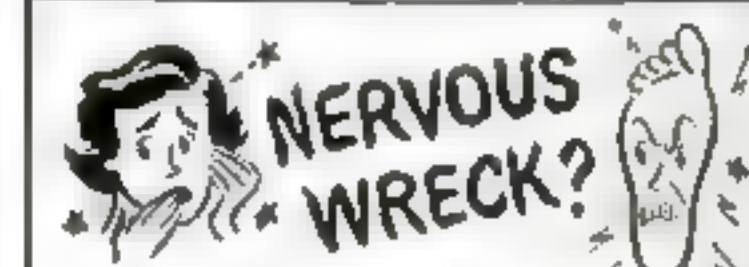
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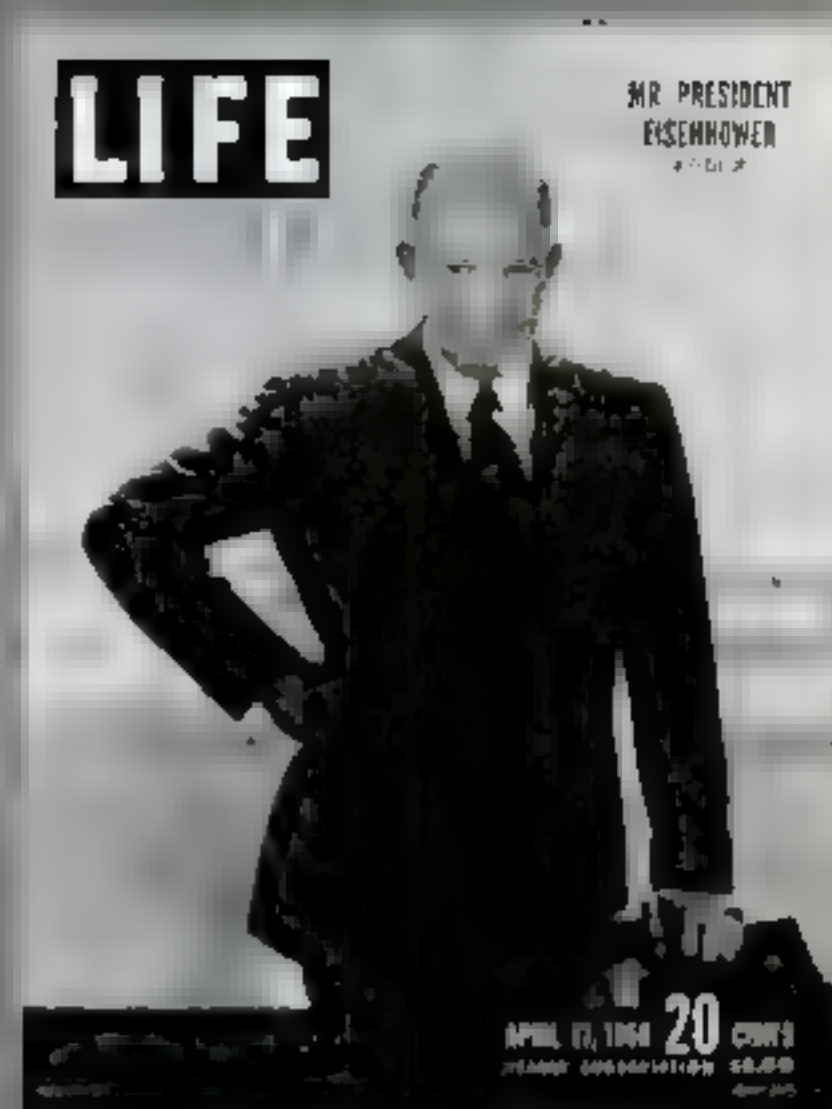
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CONTINUED ON PAGE 11

IN NEXT WEEK'S ISSUE



Mr. President Eisenhower

EVER since Dwight D. Eisenhower became president of Columbia University his life and activities in the academic world have been known only to his colleagues. Next week, in an article written exclusively for LIFE by Quentin Reynolds, Americans can see Mr. President Eisenhower through the eyes of those who work with him. One of the most interested readers will probably be Dwight D. Eisenhower, who did not see the story in advance. When Reynolds offered to show him the manuscript before delivering it to LIFE's editors, the Eisenhower response was, "I never censored you men during the war and I won't start now."

Although his name still appears on front pages, it is as "General" Eisenhower, speaking as a military man on national defense or as a public figure speaking on public matters. For most Americans the name still evokes the smiling general who came home from European victory with the greatest prestige of any military leader in U.S. history. He is the man who won the hearts of America by the way he won a war . . . the man for whom the "Crusade in Europe" was a real crusade . . . a man who refused to be a candidate for the presidency of the U.S. Few people know him as "Mr. President" Eisenhower, head of one of the world's largest and most important universities.

There are not many cases on record that parallel President Eisenhower's switch from top military to top civilian administrative life. General Robert E. Lee became head of Washington College, but running Washington College in Lee's day was a simple matter compared to the job of administering a university that has some 3,000 faculty members teaching 30,000 students.

Next week LIFE's readers will find out how Dwight Eisenhower is applying to civilian life the qualities that made him a great general—his willingness to take risks and responsibility, his knack of picking men, his tact and understanding and force. They will read the story of a university president whose academic training was in the military tradition and did not include degrees usually required for a professorship, a man with no previous business experience who is running an institution with assets close to \$200 million.

In an editorial in the issue of July 19, 1948, LIFE's editors said of the new Eisenhower job: "Since a good university president must be an amalgam of orator, public conscience, father-confessor, publicist, money-raiser, administrator and scholar, General Ike faces an even more challenging assignment than the Battle of Normandy. He deserves a hearty accolade for taking it on."

After reading "Mr. President Eisenhower" next week, LIFE's readers may feel that General Ike deserves another accolade for the way he has taken it on.

ANDREW HEISKELL, *Publisher*



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PROBLEM KING CONTINUED

ample supply of spaghetti on hand for late royal snacks. The young Egyptian aristocrats who play poker or *chemin de fer* with the king say that he is a hard man to bet against. Farouk is the wealthiest person in Egypt (his private fortune is estimated at \$50 million), and few of his gambling companions are able to match his \$25,000 raises. Occasionally it does not even help to hold better cards. In a recent game one of his opponents held four jacks in a hand of draw poker. Betting soared. Finally Farouk called, laid down three kings and began raking in the pot. "I have four kings," he explained. "I am the fourth."

The king often winds up his day at the Scarabee, a semiprivate nightclub where the chief attraction is a lush, 20-year-old French singer named Annie Berrier. There, at 2 o'clock in the morning, anyone able to bribe the doorman with a pound note can stop in for a drink and observe Farouk at close range. He does not cut a prepossessing figure. Fat, balding and slow-moving, he sits for hours hunched over a table in the smoky gloom, surrounded by his courtiers and bodyguards, peering sleepily through his dark glasses at Annie as she leans back against the piano and huskily croons, "Je me sens bien... bien... bien, bien, bien" (I feel fine... fine... fine). From time to time a waiter will refill his glass with Coca-Cola (he never drinks liquor in public). A boisterous couple at an adjoining table will cause him to turn his head sullenly until the noise subsides. His eyes are hidden, his thick, sulky lips seldom smile and his fleshy body hardly moves.

Looking at Farouk, you cannot help wondering what he is thinking. Is he complacent or dissatisfied, restless or world-weary? Is he ambitious? There was a time when he toyed with the thought of becoming Caliph, which would have given him a position in the Moslem world somewhat comparable to that of the Roman Catholic Pope. He even grew the traditional beard. But his divorce and the pattern of his private life have dispelled this fantasy. Does he still dream of heading a federation of Arab states? If so, he keeps such dreams to himself. An Englishman who has known Farouk since adolescence has a simple answer for all these questions. "I think," he said, "that the king is just trying to find a way of enjoying life."

Many Egyptians feel that a stable marriage will prove to be the solution to Farouk's present instability. That Narriman Sadek is the best choice seems more than doubtful. The king needs a mature woman who will give him guidance and companionship as well as love. It would be too much to expect these qualifications of a 16-year-old schoolgirl who was already engaged to another man.

Meanwhile Farouk finds his pleasure where he can, and hunting is one of his more wholesome diversions. On a recent trip one of his guests was an American officer, and as the hunting party was warming up at the skeet range the American brought up the subject of the Shah of Iran's triumphal tour of the U.S. He wondered if the king had not thought of making a trip to America himself.

Farouk's face clouded. "Who wants to invite a king who is fat, bald and blind?" he snapped angrily. Then, turning away, he strode up to the range, seized a gun and began blasting away at the clay disks as they spun through the air, smashing them, one after another, as a spoiled child might trample his prettiest toys one at a time in a sudden fit of temper.



AS A KINGLY DUTY Farouk gave a state lunch in January for British Foreign Secretary Bevin, on his way home from a conference in Ceylon, and the Duke of Edinburgh, currently on naval duty in the Mediterranean. Although he is anti-British, Farouk recently accepted the honorary rank of general in the British army, and there has been talk of his making a state visit to England.

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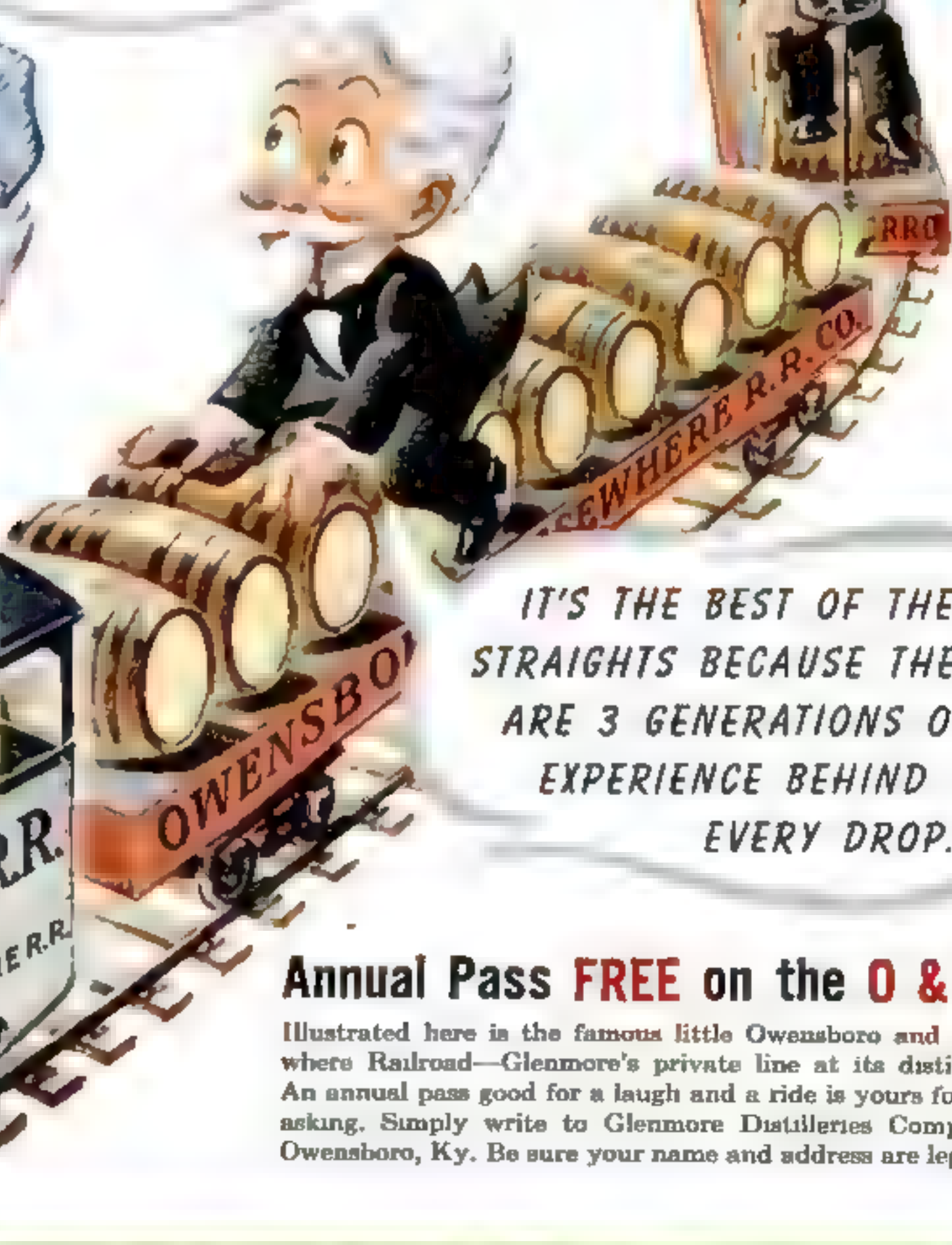
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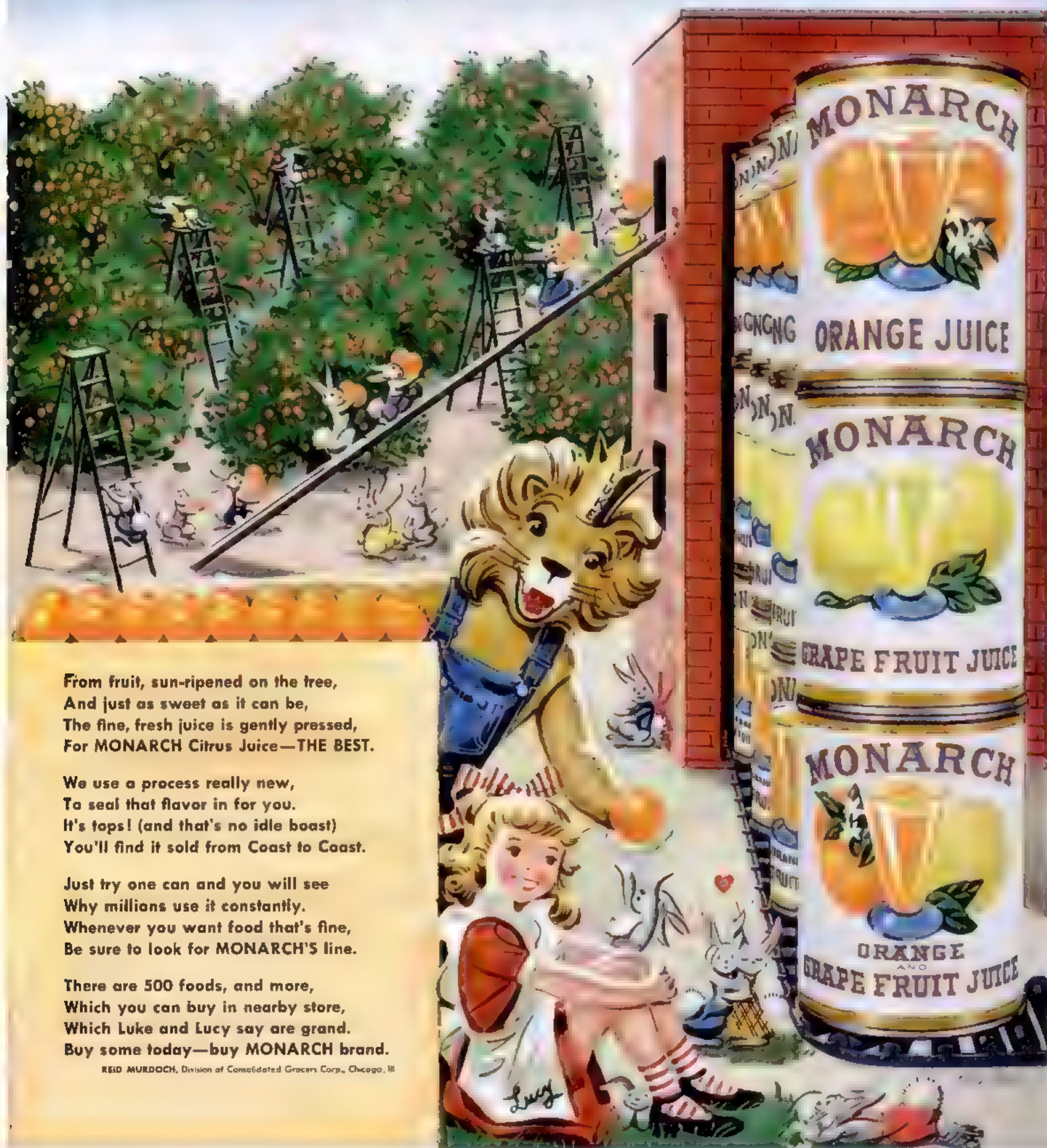
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BODILESS ARMS (wall decorations of plaster) welcome the bewildered hero to the lavish halls of the soap company which sponsors the TV quiz program.

"CHAMPAGNE FOR CAESAR"

Story of an omniscient scholar gives movies a chance to aim raking fire at a sister art's quiz show

Other movie moguls may keep dignified silence when their customers stay home to wait for a phone call offering a chance at a quiz show prize. Not so independent producer Harry M. Popkin, who believes in carrying the war into the enemy's country. This he has done in a lively comedy called (for no good reason) *Champagne for Caesar*, which swings a number of wild satirical blows at the mentality

of the radio and television industries in general. It deals with a soap company's quiz program which is produced by nincompoops, performed by hams and applauded by morons. An unemployed, soft-spoken scholar named Beauregard Bottomley (Ronald Colman) sees a feckless crowd gaping at the program on a television set, and angrily calls it "the forerunner of intellectual destruction in

America." He promptly gets on it, answers question after question correctly, doubling the pot each time till it's up to \$40 million. By the time he muffs a question, the humor of the original situation has run a little thin. So too has Popkin's crusade: for the movie's idea of a happy ending is to have the hero ally himself with the forces of intellectual destruction and start a radio program of his own.



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"Champagne for Caesar"

CONTINUED



ON QUIZ PROGRAM sponsored by soap company Beauregard Bottomley, dressed up as an encyclopaedia, begins well. When the glib interlocutor asks,

BEAUREGARD BOTTOMLEY ANSWERED

- 1) What is the first animal described in the Encyclopaedia Britannica? 2) Who composed the "Emperor" Concerto? 3) Who was the first Chief Justice of the U.S. Supreme Court? 4) What is the eighth letter of the Greek alphabet? 5) How



WINNER BOTTOMLEY, who now practically owns the soap company, is almost pushed headlong into a vat of soap by the firm's distraught president.



"Tell us the Japanese word for goodbye," Beauregard replies, "Sayonara . . . not to be confused with cyanide which, of course, is goodbye in any language."

THESE QUESTIONS. COULD YOU?

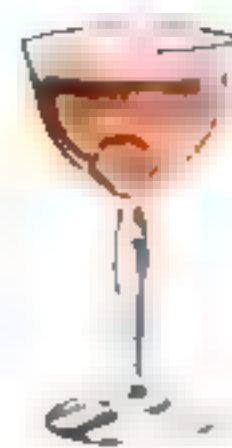
many home runs were hit by Babe Ruth in 1927? 6) Which city is the furthest east, Las Vegas, Los Angeles or Reno? 7) How does Einstein regard the Space-Time Continuum? Beauregard Bottomley's answers can be found on page 122.



SICK BOTTOMLEY, in bed with a cold, is attended by nurse (Celeste Holm) soap company has sent to distract him from concentrating on quiz programs.

CONTINUED ON NEXT PAGE

Cocktails Tonight?



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DRY MARTINI, 65 proof	OLD FASHIONED, 70 proof
GIBSON, 75 proof	WHISKEY SOUR, 60 proof
very dry Martini	STINGER, 65 proof
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SPUDNUTS

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It will simply be a case of Love at First Bite when you taste the golden goodness of your first SPUDNUT . . . because, Spudnuts are made of highest quality ingredients, deep-cooked in finest shortening . . . a digestible, energizing treat for every member of the family.



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EXCLUSIVE SPUDNUT FRANCHISES AVAILABLE

For full details on obtaining your own Spudnut business, write FRANCHISE DIVISION, Pelton's Spudnuts, Inc., 1488 South State Street, Salt Lake City, Utah.

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THE \$40-MILLION QUESTION arouses so much interest that the program is held in the Hollywood Bowl. Bottomley gets a public offer to settle for \$20 million, but he indignantly turns it down and waits for the final question.

HERE ARE BOTTOMLEY'S ANSWERS

- | | |
|-------------------------|--------------|
| 1) Aardvark | 4) Theta |
| 2) Ludwig van Beethoven | 5) Sixty |
| 3) John Jay | 6) Las Vegas |
- 7) Professor Einstein imagines the continuum to be cylindrical as regards its extension in time, but spherical as regards its extension in space, so the cross sections at different instants always give a spherical universe of constant size, so of constant mass.

The quiz-master accepts all these answers except the last, which is the \$20-million question. The sponsor goes wild with joy and disdainfully offers Bottomley six cakes of Milady soap as a consolation prize. But his joy turns to ashes when a long-distance call comes through from Princeton, N.J. It is Professor Einstein himself, to say the answer is perfectly correct.



BOTTOMLEY IS STUMPED by the final question, a completely nonintellectual one. Actually he agreed to miss it in return for a sizable settlement from the soap company and also to find out if his girl really loves him. She does.



YOUR Maternity FIGURE

When your physician recommends a Camp Prenatal Support, once again he considers your well-being and comfort. You will be expertly fitted by your nearby store of Authorized Camp Service. This garment scientifically supports the pelvis . . . works for better body balance . . . relieves muscular strain and fatigue . . . helps you to feel and look better. Write for free booklet, "The Inside Story of Scientific Support."

Camp Supports are sold by reliable stores — identified by this symbol of Authorized Camp Service. They are never sold by door-to-door canvassers. Priced according to intrinsic value — from \$6.50 to \$19.00

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Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, it contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try it yourself for incredible fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

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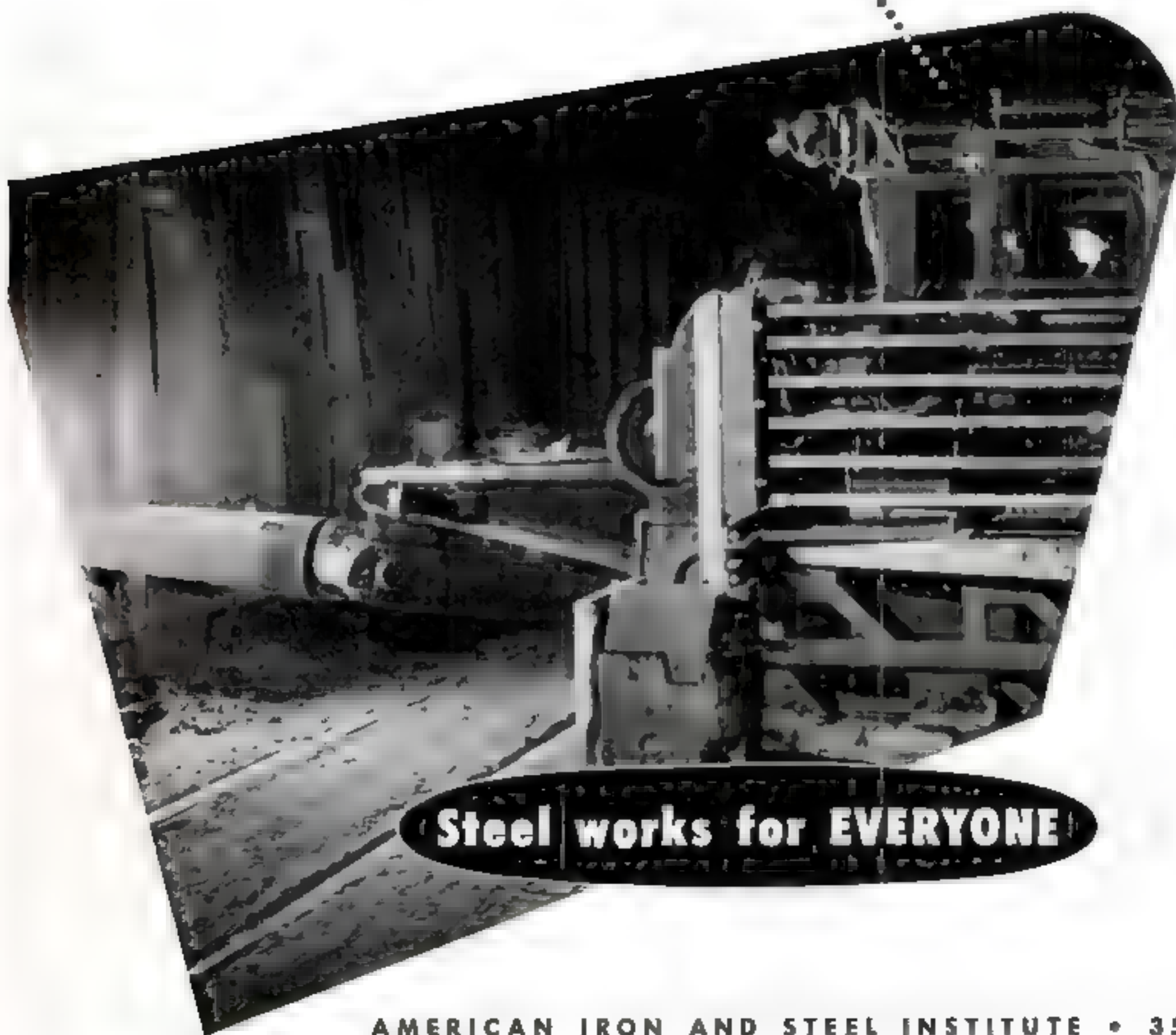


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"Jobs are easier- and safer in Steel"

says Bob Anderson, steel worker



Steel works for EVERYONE

Bob knows what he's talking about. For 17 years he has been a charging machine operator in an eastern steel plant.

His job is to feed the limestone, scrap and ore into an open hearth furnace. Years ago, men shoveled in the materials by hand. Today Bob handles the whole job by finger tip, standing behind a big control panel.

Not only are jobs getting easier and safer in the steel industry, but wages have been steadily going up. Weekly earnings of steel workers, according to the latest figures from the Bureau of Labor Statistics, have increased 110 per cent since 1939.

It's a long-standing policy of the more than 200 steel companies to make jobs easier and safer, to pay good wages, to produce more and better steel at reasonable prices. And that is still the best formula for keeping America strong.

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Natural rubber as latex foam is now America's No. 1 cushioning material—in trains, planes, buses and home furnishings as well as in automobiles. Latex foam never sags or gets bumpy—you can't wear it out!

Better Tires

Natural rubber makes better tires, because it is more elastic and flexible, skids less on snow and ice, and saves on gasoline consumption due to less road resistance.

Better Roads

Tests to date give promise that natural rubber, mixed with the asphalt top surface of roads, will make highways safer to drive on and will make them wear longer. It is the big news in highway construction today!

Natural Rubber

Nature and Science Serving Mankind



NATURAL RUBBER COMES FROM HERE

From Southeast Asia comes over 90% of all the natural rubber in the world. Over half of it is produced on small one-family rubber farms of a few acres. The other half comes from larger plantings called "estates".



You can drive with greater safety, comfort and economy . . . thanks to natural rubber.

The men who know . . . America's automotive engineers who select and test tires, prefer natural rubber.

These experts agree overwhelmingly that natural rubber tires skid less, ride more comfortably, and save gasoline every mile you drive because of less road resistance.*

Yes, more natural rubber means better tires.

More natural rubber also means more riding comfort *inside* your car with latex foam cushions.

And tomorrow . . . you'll be riding on better, safer roads with a top surface of asphalt mixed with natural rubber.

*ACCORDING TO A RECENT SURVEY BY NATIONAL ANALYSTS, INC. COPY ON REQUEST.

Natural Rubber Bureau Washington 6, D. C.

Write For Free Copy of Booklet "Natural Rubber and You"—to Dept. 701, Natural Rubber Bureau, 1651 K St., N.W., Washington 6, D. C.

NATURAL RUBBER MEANS BETTER QUALITY AND LOWER PRICES IN HUNDREDS OF RUBBER PRODUCTS — FROM BABY NIPPLES TO GIANT TRUCK TIRES



LIFE CYCLE of slime mold, shown in this drawing which serves as key to photographs that follow, lasts four days. Single-celled amoebae (far left) cluster together to

form multicelled, crawling organism (center). Inexplicably it stops moving, sends up a spore mass which releases some of the amoebae (far right) that formed original mold.

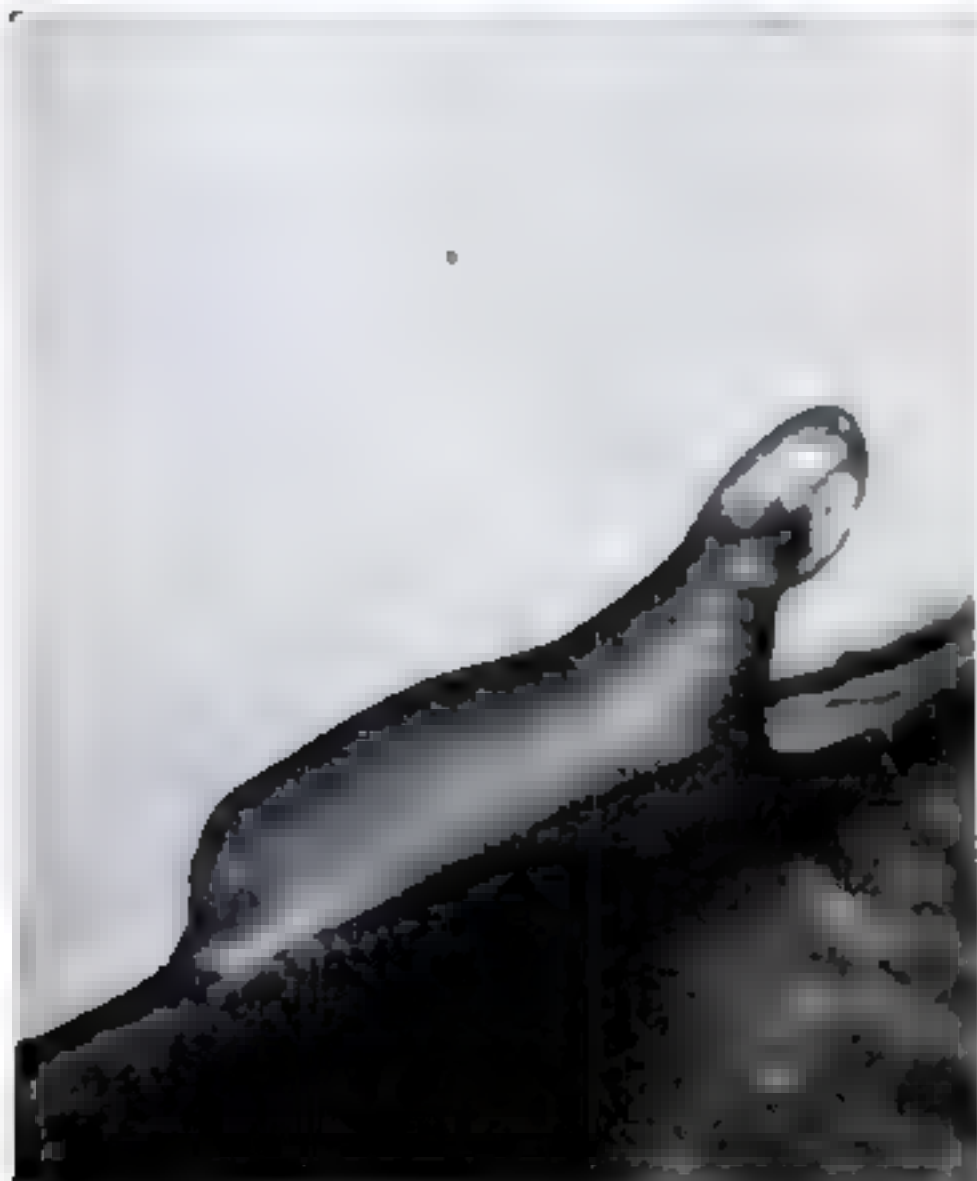
THE LOWLY AMOEBA RISES

Remarkable photographs show how the simple, single-celled organism changes temporarily into a higher form of life

Far down the ladder of life, at the almost indefinable point where animals and plants seem to be the same, lives the single-celled amoeba, one of nature's smallest and most primitive organisms. In its microscopic universe the ordinary amoeba goes through its sexless life cycle alone, reproducing simply by splitting in half. But one species, scientists have found, has the peculiar ability to raise itself up one notch on the evolutionary ladder. These

amoebae do this by banding together to form a totally new organism, a multicelled slime mold called *Dictyostelium discoideum*, which is a more complex form of life. Responding to a mysterious excitement, thousands of amoebae suddenly start streaming toward each other, forming into cellular chains. These pile up into a mound of protoplasm which moves off like a worm (below). Just as mysteriously it halts, then starts growing like a plant.

These remarkable photomicrographs by Dr. Roman Vishniac, never published before, show the life cycle of *Dictyostelium discoideum*. Organization of these amoebae into a higher form of life fascinates scientists studying how multicelled animals evolved from single cells. But the behavior of the amoebae leaves them puzzled, for when the slime mold is fully grown it simply breaks up once again into the individual amoebae which formed it.



MIGRATION BEGINS when spire of protoplasm formed by thousands of amoebae falls on side (top) and crawls away (bottom). Molds are magnified 50 times.



MIGRATION STOPS when slime mold gathers itself into shmoolike blob (top). Rudimentary spore mass puffs out, base starts to narrow and form support (bottom).



FINAL STAGE of mold's cycle starts as mass of spores moves up stalk. Mold may reach height of $\frac{1}{4}$ of an inch, finally presents the strange sight shown on next page.



SWAYING SLIME MOLDS, their balloonlike spore balls fully ripe, arch over a bed of decaying leaves on which they grow. The molds thrive best in the damp, spongy floor

of forests, but are also grown in special cultures by scientists who study their functions. These molds are magnified 150 times. Since his camera has a very limited depth of focus,



Dr. Vishniac had to make 12 exposures for this photomicrograph, moving his camera lens a small distance each time to bring different sections into focus.

CONTINUED ON NEXT PAGE

Van Heusen *CENTURY* Shirt new and revolutionary!

the shirt with the soft collar that

won't wrinkle ... ever!



Secret of the Century! It's woven in one piece. No sewn or fused layers to wrinkle. The fold line is woven in to stay . . . can't even be ironed wrong.

Both qualities in two collar models, single or French cuffs.

Century 100 *Regular collar*, \$3.95 Century 400 *Regular collar*, \$4.95
Century 200 *Wide-spread*, \$3.95 Century 500 *Wide-spread*, \$4.95



Perspiration won't wilt it!
Soft collar of new Van Heusen Century keeps neat day thru night—*without starch!* . . . or without stays!



Laundry won't hurt it!
Easy to launder—you can't even iron-in wrinkles. No starch, less ironing mean more wear, more comfort.



Patented one-piece collar!
Has no lining—just *can't* wrinkle. Its smart "Comfort Contour" collar styling always gives a neat look.

Van Heusen ^{REG. U. S. PAT. & TM. OFF.} *CENTURY* shirts

A new shirt free if your Van Heusen shrinks out of size! **\$3.95 and \$4.95**
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SWITCH to PENNZOIL

SOUND YOUR Z

If you suspect you've been using too much oil, Spring is the time to find out. Switch to Pennzoil, the 100% Pennsylvania oil that lasts longer, grade for grade.

Over 60,000 better dealers, coast to coast, recommend Pennzoil. It's easy to find at the yellow oval sign. For the genuine—Sound your Z.

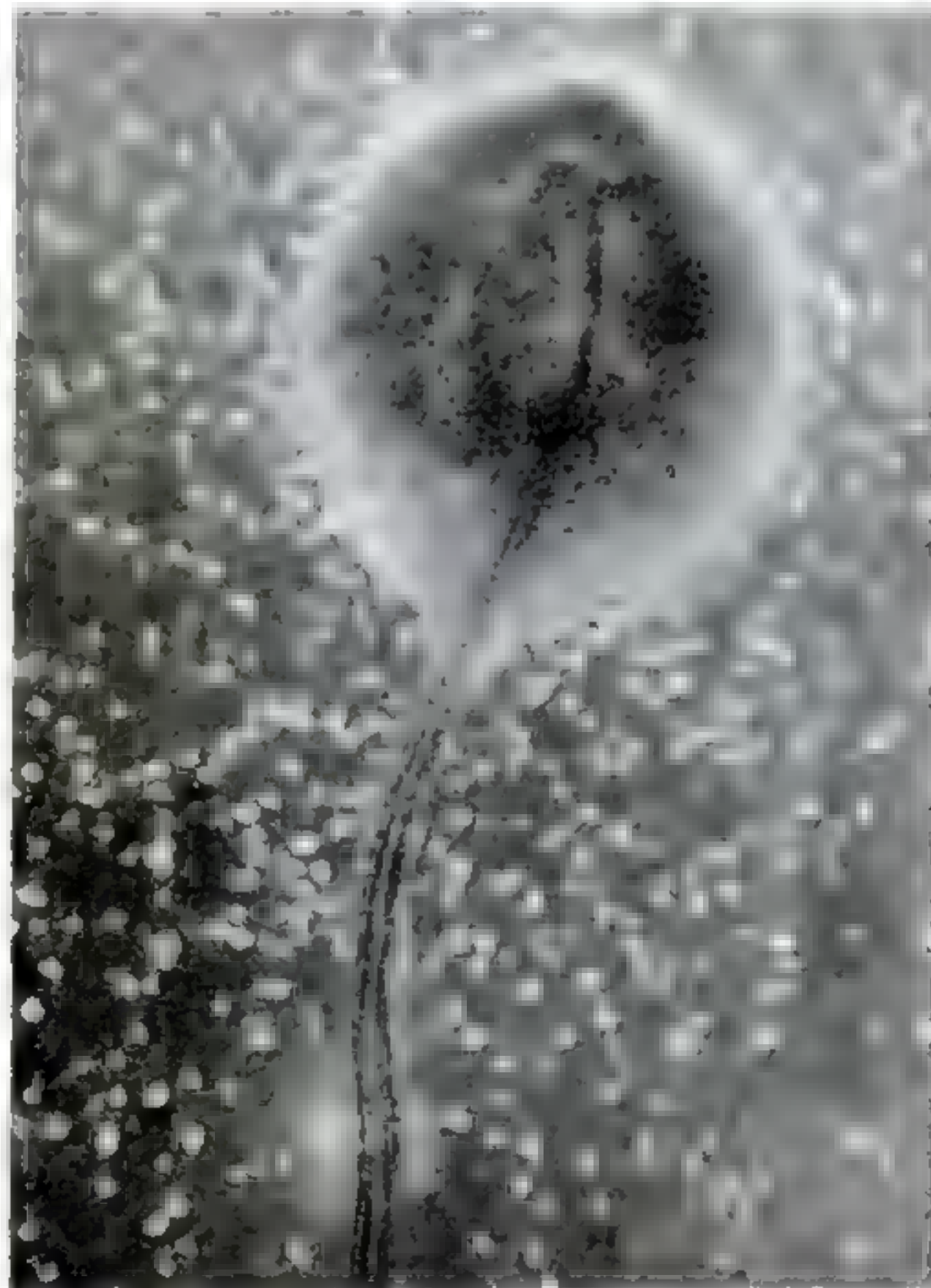


Member Penn. Grade Grade Oil Assn., Permit No. 2

TOUGH-FILM PENNZOIL[®] MOTOR OIL & LUBRICANTS
AT BETTER DEALERS... COAST TO COAST



SPORE MASS, magnified 500 times, has ruptured (top, left) and life cycle of the slime mold is at an end. The first spores are just beginning to fall away. In the spore sack are approximately 80% of the amoebae that formed the mold.



FINAL COLLAPSE occurs when the mass falls to the ground and the spores spread out. Inside each individual spore is one of the original amoebae. The amoebae that formed the hardened stalk and the supporting base have died.



Springtime in VIRGINIA

an ever new and changing
Pageant of Beauty

Come to Virginia during Garden Week... see a land of beauty in a pageant of glorious color! During this one eventful week, Virginia throws open its mellow, proud old mansions of yesteryear... its countryside is gorgeous with the color and fragrance of millions of dogwood blossoms... Norfolk's eighty-acre Azalea Gardens are aflame with beauty... restored Colonial Williamsburg's formal gardens are at their finest. There is no better time to see historic, romantic old Virginia.

• Garden Week, April 22 to April 29. Virginia's lovely gardens and proud old mansions are at their finest.

• Norfolk's Azalea Gardens—Eighty acres of beauty, glorious in April.

• Apple Blossom Festival, April 27, 28. This gay, picturesque festival is held in historic Winchester.

• Virginia Music Festival, May 11-14, in lovely Charlottesville. See Monticello and Ash Lawn while you're here.

Write for Free Copy of Pictorial Booklet,
Motion Pictures on Virginia Available.

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- Same smart appearance
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- Pack or unpack in 3 minutes

At department stores and luggage shops everywhere.
ATLANTIC PRODUCTS CORP. • TRENTON, N. J.

rain rain come again



Marvelous **Firestone Velon*** keeps you dry and comfortable...

*with 4 fine raincoats
at a price you'd expect to pay for one!*



Even rainclouds have silver linings, when the whole family can look so smart for so little in rainwear made of Firestone Velon. These next-to-nothing lightweights sell for less than a quarter of the cost of many ordinary raincoats. They tuck compactly into pocket or handbag, whisk out to keep you dry as toast. Comes the rainbow, and you can fold your raincoat, damp or not, in its own Velon carrying case. Velon never turns gummy, stays waterproof for life. Raincoats of Velon come in gay colors and smart new styles for every member of the family. At all good department and clothing stores.

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Raincoats of Firestone Velon are made by:

Aqua-shoon Advance Mfg. Co., Inc. • Cable Raincoat Co.
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CHARMING GROUP gathers for cotillion portrait. Left to right they are: Joan Greene, Carole McKenzie, Marian Romain, Lois McLaughlin and Marcia Miller.

Harlem's Debutante Cotillion

52 girls make a formal bow to society

Other cities had tried it, but the largest Negro community in the U.S., centering in New York's Harlem, had never staged a debutante cotillion in which its daughters could make a bow to society all at once. Last month Harlem finally had one, mostly through the efforts of Mrs. Lillian Sharpe Hunter (right), one of Harlem's leading social-event promoters. Mrs. Hunter presided over the careful selection of 52 school girls, each one of a socially acceptable family and sponsored by one of New York's many Negro social and civic clubs. Escorts were all college men.

The cotillion, held at Harlem's Rockland Palace Ballroom before an audience of 4,700, began with a concert. Then the debutantes entered, were introduced over a loudspeaker and paraded down the hall with their ladies in waiting to join their escorts. After an elaborate cotillion waltz hundreds of balloons were released (*opposite page*), and then there was dancing until 3 a.m. Harlem's *Amsterdam News* described the affair as "an overwhelming success . . . unusual excitement and picturesque splendor."



GRAND MARCH is led by Mrs. Hunter and a guest of honor, Grover Whalen. Whalen, board chairman of Coty, Inc., gave each debutante a bottle of perfume.

← **SHOWER OF BALLOONS**, planned as climax, started too soon, pleased everyone. Debutantes are in center; escorts, ladies in waiting lined up behind.



*A lady
can dream
...can't she?*

And dream she's a millionairess
... when she dreams on Pequot
fine-combed percales. So beautifully
luxurious... so smooth and cool and
everlastingly fresh! It takes the choicest
long, fine fibres, the most painstaking
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weaving—more than 200 threads
to every inch... it takes Pequot
perfectionism in every step to
produce such exquisite sheets.

Traditional White and
6 Vat-dyed pastel colors.
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PEQUOT
200 fine combed
PERCALES

Pronounced "PEE-KWAT"



★ Connolly
makes shoes of Kid and Kangaroo
EXCLUSIVELY...

You'll like them better than any shoes you've ever worn because they're kind to your feet right from the start. You simply skip any "breaking in" with Connolly Shoes of Kid and Kangaroo because they're so soft and supple. They wear extra well, too, since Kid and Kangaroo are the strongest leathers of all. Write for style booklet and name of your nearest Connolly store.

82 stock patterns in sizes
3 1/4 to 15, widths AAA
to EEEE.
\$10.95 to \$16.95



*Bal oxford #8679
in black genuine
Australian Kangaroo,
with white sole stitching.
Made on our Badger last.
Also in medium brown Kid, #8681.*



CONNOLLY SHOE COMPANY
STILLWATER 10, MINNESOTA

Debutante Cotillion CONTINUED



MATRONLY ORGANIZERS and committee members look on. Proceeds from tickets and programs totaled \$9,082. All profits went to a welfare fund.



JITTERY GIRLS line up for a last-minute preening in the dressing room before going downstairs to the formal presentation. Girls' ages were 16 to 20.



RESPLENDENT USHERS hold seating lists which show where guests are placed in the auditorium. Later ushers took part in presentation of debutantes.



PATRONLY SHRINERS, members of Brooklyn's Eureka Temple No. 10, sponsored Debutante Joanne Norris, daughter of member of women's auxiliary.



FANCIEST DRESS of the evening, its skirt made of bird feathers, is worn by 19-year-old Marilyn Lowe, not a debutante. Marilyn's mother made it for her.

CATCH
CATCH
CATCH

extra money to spend with...



Want undies that really go to bat for your budget? Then you'll love undies of Spun-lo. The cost is so small, the wear is so long—you save two ways. And you'll love the feeling of Spun-lo fabric. It's soft, sleek, smooth . . . specially knit to stretch and spring back with every motion. No ironing needed—ever.

Always look for the Spun-lo label on PANTIES • SLIPS • PETTICOATS GOWNS • CHILDREN'S UNDIES —it means extra value for you



INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO
PRODUCERS OF CONTINUOUS PROCESS RAYON YARNS AND TYRON CORD FOR TIRES

Homemade CHOCOLATE COVERED COCOANUT BARS

1 cup packaged sweetened moist coconut (chopped fine)
2 cups granulated sugar
¾ cup fresh sweet milk
1 tablespoon light corn syrup
1 tablespoon dairy fresh butter
1 teaspoon vanilla
2 tablespoons marshmallow
¼ teaspoon salt
1 lb. semi-sweet chocolate

Stir sugar, corn syrup and milk in

saucepan over fire till dissolved. Cover and cook to medium soft ball (240°). Remove from heat and add butter, stirring only enough to blend. Pour on cold wet platter. When lukewarm (110°) beat with spatula until thick and creamy. Mix in salt, vanilla and marshmallow. Knead in coconut and form into bars. When cool cover with melted semi-sweet chocolate. Makes 16.



But why make them yourself—when nobody makes Coconut Bars better than Welch!



New! NIBBLE-SIZE CANDIES by Welch!

Delicious Candy... Quality Candy... in Convenient, Thrifty ECONOMY PACKS



JUNIOR MINTS! New, new nibble-size. Creamy peppermint inside... dreamy chocolate outside. Chocolate Peppermint Patties—IN MINIATURE!

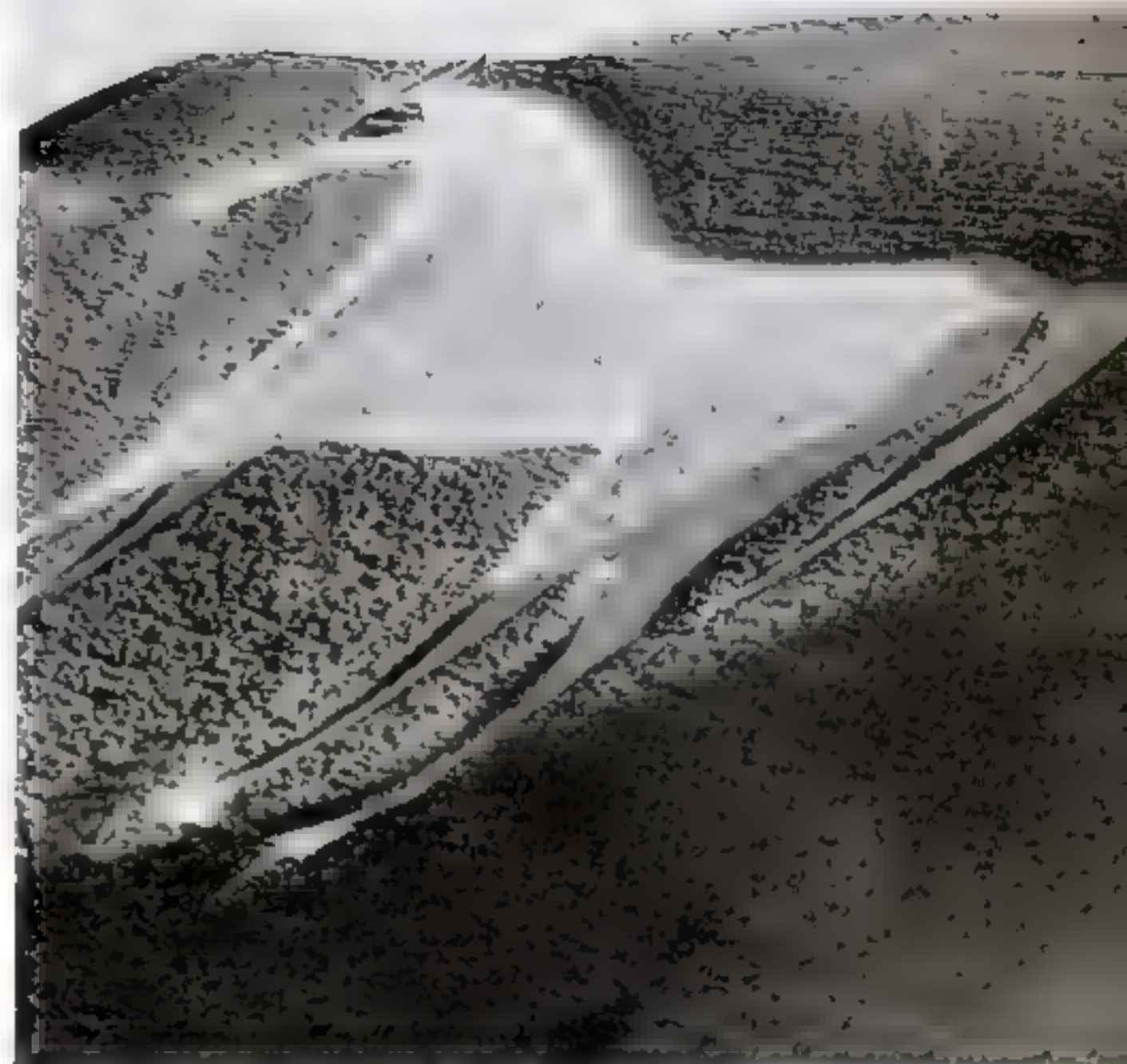
POM POMS! If you're the chewy type, it's Pom Poms for you! Delicious nibble-size drops of chewy caramel, covered with smooth milk chocolate.

DITTO NUTS! Nibble-size bits of extra-crisp nut crunch, coated with fine milk chocolate that melts in your mouth! Here's a very special flavor...

"GET ACQUAINTED" **MINIATURE MIX!** Look for this delicious assortment — Junior Mints, Pom Poms, Ditto Nuts!

At Most Candy Counters and Food Stores Everywhere

NOBODY MAKES THEM BETTER THAN Welch!



BRATTON HILL HORSE in Wiltshire is 180 feet long, 107 feet high, its eye 2½ feet around. It is thought to commemorate King Alfred's victory over Danes.



STALKING HORSE is one of several decorating Marlborough Downs near Swindon. Note this specimen's elongated face, angular leg joints, butted tail.

ENGLAND'S HORSEY HILLS

Postwar cleanup revives old British landmarks but their mysterious origins remain unsolved



GALLOPING WHITE HORSE of Uffington is the most famous of all. It is 355 feet long, 130 feet high and reminds some viewers of a Picasso drawing.



WALKING HORSE is another of the chalky steeds of Marlborough Downs. English horsemen think that this particular one looks like an Arabian steed.

In southern England in early Christian times, settlers discovered fields of chalk underlying the hillsides. Soon many hills were marked with huge figures of horses carved in the chalk. Just why these strange works of art were created is still a mystery but archaeologists think they had a meaning connected with burial rites. Periodically through the centuries local workmen have renewed the horses' shapes and white coats by digging away accumulated turf. Now they are uniformly white from the latest freshening, the removal of turf camouflage put on during the war to prevent German bombers from using them as landmarks.

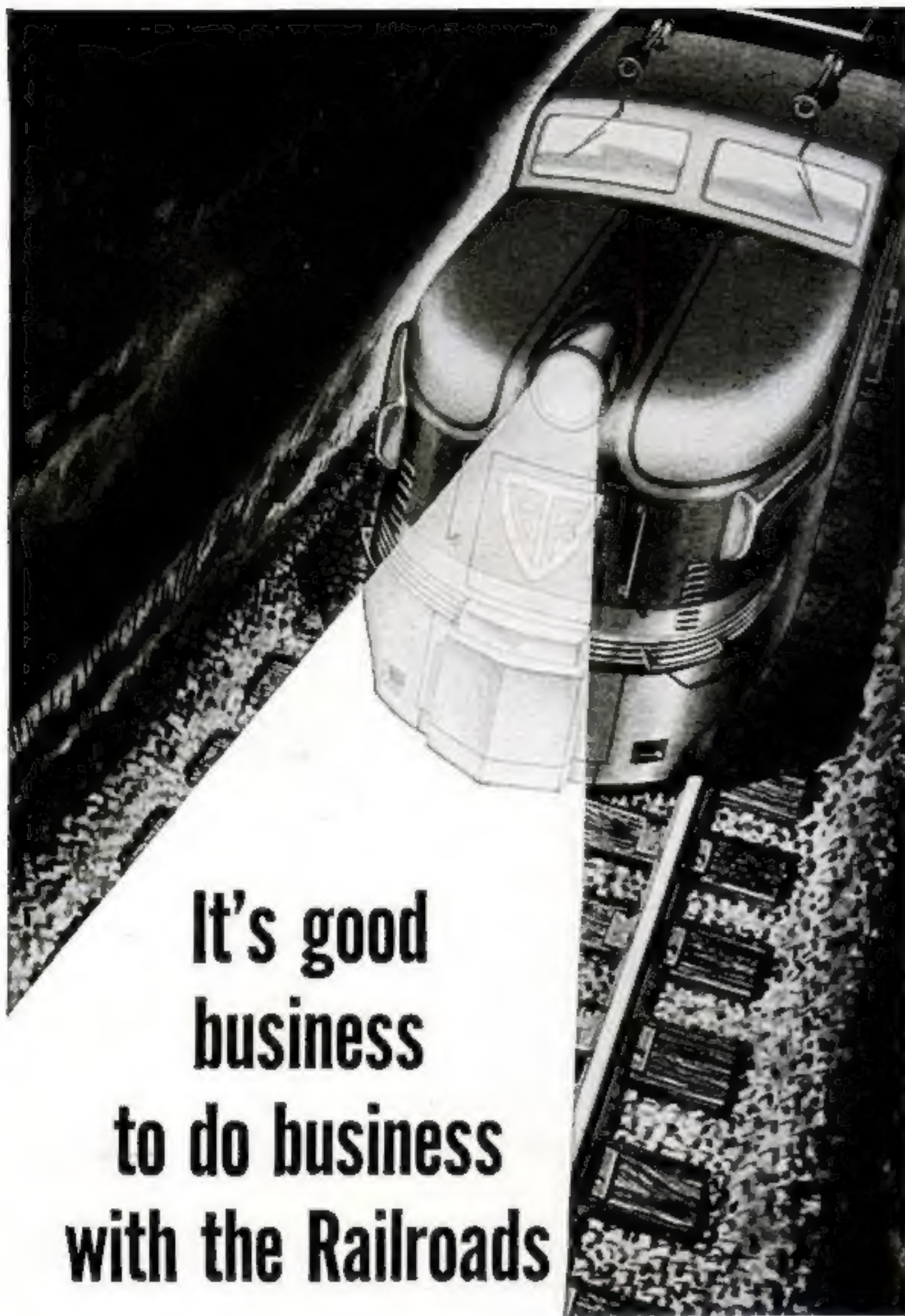
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**BECAUSE OF LIQUEUR QUALITY and HIGH PROOF (94.4)
DRINKS NEVER TASTE THIN WITH GORDON'S GIN**

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.



It's good business to do business with the Railroads

It's good business—because only railroads stand ready to haul anything movable, in any quantity, for anybody, to any part of the country, in any season of the year;

—because, for most movements and on the average, railroad charges are lower than those of other ways of transport;

—and because, the more freight you ship by rail and the more you ride the trains, the better able the railroads will be to keep down their costs and improve service to you.

That's true because part of every dollar the railroads take in is spent in a continuing program of replacement and improvement to make all railroad service more

efficient and more economical.

In the last five years, the railroads have invested more than four billion dollars in improved facilities—money which not only has helped provide better and more economical service but also has helped other industries prosper.

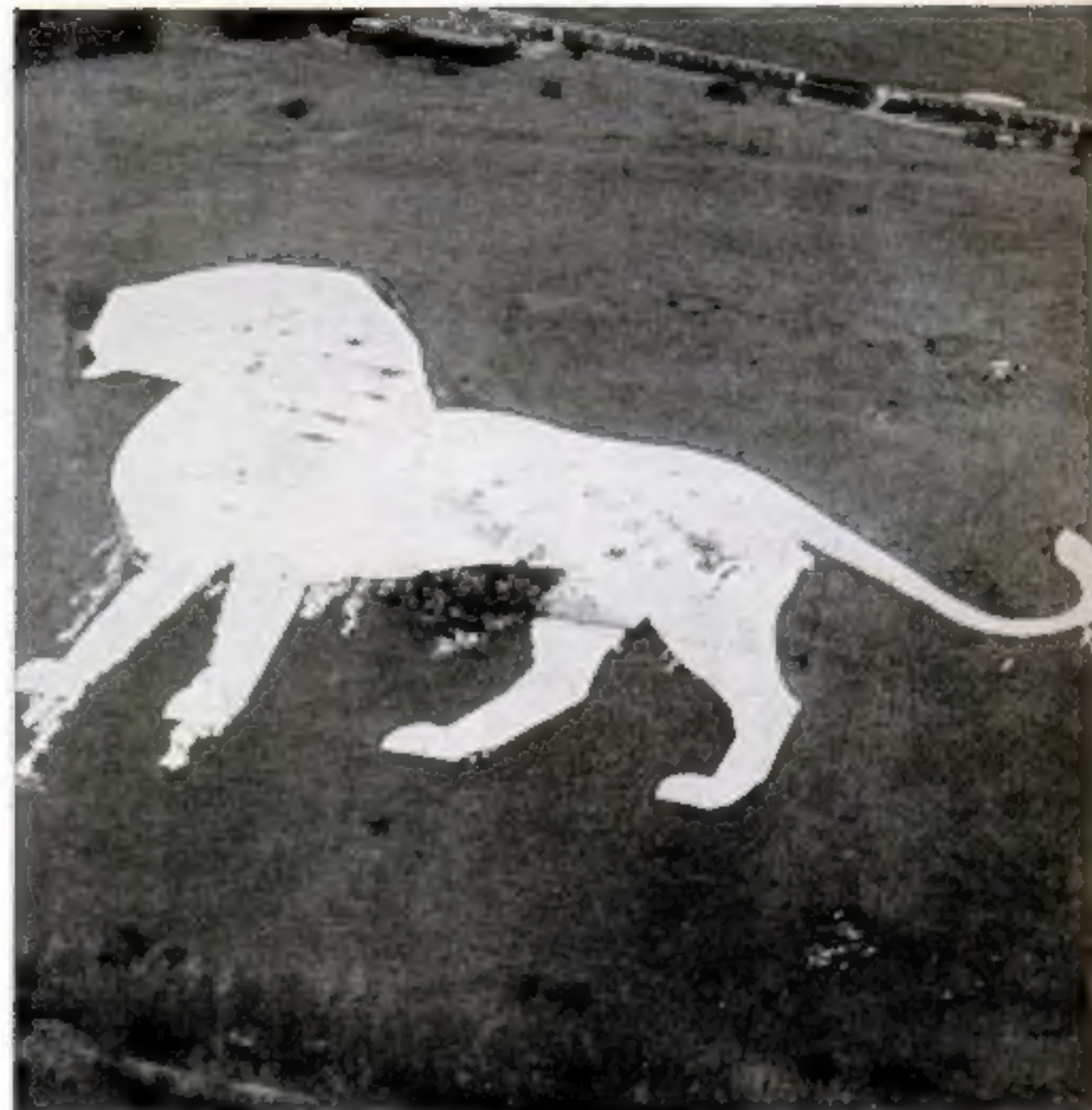
Every cent you pay for railroad transportation works three ways. It pays for safe, dependable service—helps insure better service in the future—provides business for industry, jobs for people in every part of the country.

So, when you do business with America's progressive railroads, it's really good business—for the railroads, for the country and for you.

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Listen to THE RAILROAD HOUR every Monday evening on NBC.

Horsey Hills CONTINUED



CHALK LION, carved in modern times on this Bedfordshire hillside, advertises the Whipsnade zoo near London. Its proportions are better than horses'.



CHALK CROSS, crudely etched on a chalky hill near Aylesbury, is a product of early Christian era when Aylesbury was an important ecclesiastical center.



It takes time to produce

OLD GRAND-DAD



100 PROOF

With the first sip of Old Grand-Dad's full-bodied, heart-warming flavor you'll sense the mellowing influence of time on this fine bourbon. For it takes a long time to carry out every step of the distilling process through which Old Grand-Dad passes; and it takes four years of aging to meet bottled-in-bond requirements.

KENTUCKY STRAIGHT BOURBON WHISKEY

National Distillers Products Corporation, New York, N. Y.

Head of the Bourbon Family

"Camels agree with my throat"

say these famous **20-GAME WINNERS OF BASEBALL**



MEL PARNELL

BOSTON RED SOX (WON 25)

Top winner in the major leagues last season, left-hander Mel Parnell made the Camel 30-day mildness test, and reports: "I'm certainly glad I made the test. Camels agree with my throat. And they're a cool, mild, great-tasting smoke. It will always be Camels for me—for keeps!"



VIC RASCHI

NEW YORK YANKEES (WON 21)

The "Big Wheel" of the World Champions, Vic Raschi, smokes Camels—because, "Camel mildness agrees with my throat. There's nothing so cheering as a Camel—that Camel flavor hits the spot with me."



HOWARD POLLET

ST. LOUIS CARDINALS (WON 20)

"The throat specialists' findings in the 30-day test don't surprise me," says this veteran southpaw. "I've smoked Camels for many years. I know they're mild, and they're always right for my throat. No matter how much I smoke, Camels don't tire my taste—they have the rich, full flavor I like."

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

BOB LEMON

CLEVELAND INDIANS (WON 22)

"The 30-day test really opened my eyes," says Bob, only major league hurler to win 20 or more games in each of the past two seasons. "Camels have a mildness all their own and they're welcome to my throat."



NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS...

Not one single case of throat irritation
due to smoking **CAMELS**

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.